The Coin Machine Review

for January

1939

Full Scale

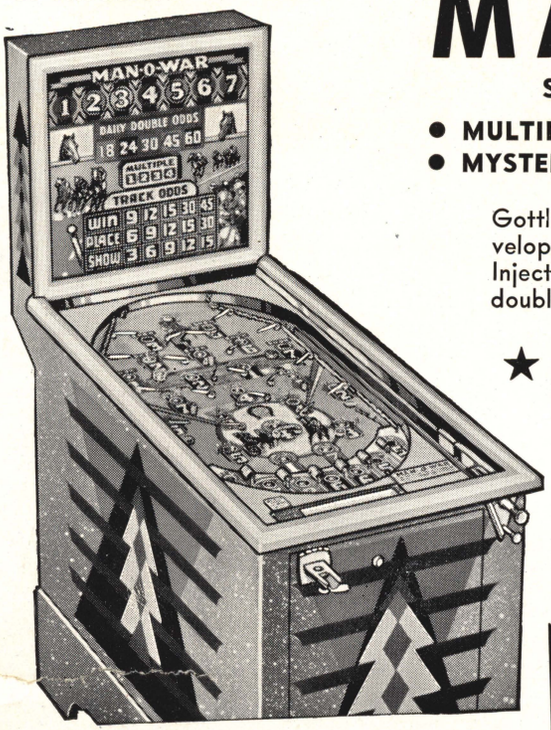
HISTORY-MAKING HITS!

A MASTER PAYOUT BY THE MASTERS OF PAYOUTS!

MAN-O-WAR

SENSATIONAL NEW 1 BALL CONSOLE

- **MULTIPLE PAYOUT**
- **MYSTERY SELECTION**
- **MYSTERY DAILY DOUBLE**
- **MYSTERY ODDS**



Gottlieb's newest triumph—the only 1-Ball payout developed in the past year with 3 radically new ideas! Injects fresh life into payout locations — more than doubles usual top earnings!

★ **FIRST** —with Mystery Payouts in Multiples of 3. Far more desirable!
—with Flicker Light Field and Illuminated Win Pockets! What a lure!
—with Mystery "Daily Double" Pockets and TOP AWARD OF $12.00 CASH! Red-hot come-on!

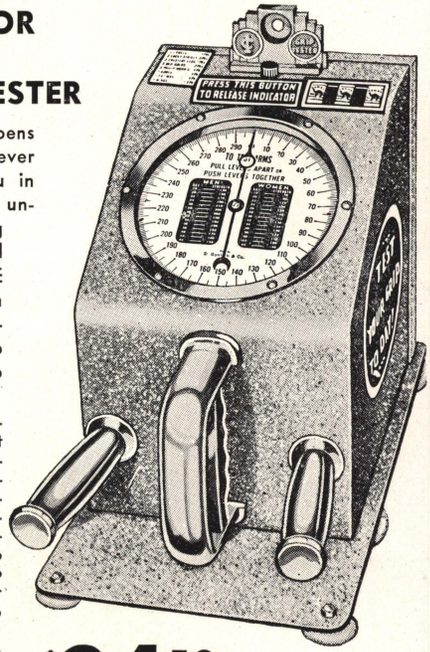
$189.50

Mystery Selection — 1 or more Horses! MULTIPLE or SINGLE operation optional by simply throwing switch! Single coin odds: Track, 3-1 to 45-1; Daily Double, 18-1 to 60-1. Multiple 4-coin odds up to 240-1!

Console-type Cabinet, 24" x 48". Giant Back Panel, 10-coin illuminated Escalator, simple adjustment for regulation of odds, dozens of new super-features! New simplified silent mechanism, absolutely bug-free! MAN-O-WAR marks a new era in payouts! It's your sure-winner for the greatest earnings you ever made! Order at once!

DUO-GRIP

TRADE STIMULATOR 3-WAY STRENGTH TESTER



The smash hit that opens locations you could never reach before! Lets you in on profits heretofore untouched! Besides testing strength of Push, Pull and Grip, CIGARETTE REELS spin with each play . . . winning symbols entitle player to award according to award card!

Has button indicator release; non-clog slot, last coin visible, with button release which also closes shutter over reels; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-tilt; 6 suction-cup base and other top-notch features. Also available with fruit bell symbols or numbers. COMBINATION 1c to 25c SLOT. Metal Stand $2.50.

$24.50

DON'T MISS THE

GOTTLIEB SURPRISES—

LEADING MONEY-MAKERS IN PAY TABLES, NOVELTY AND COUNTER GAMES FOR 1939!

BOOTHS 31-32-33

SHERMAN HOTEL . . . JANUARY 16 - 19

IMMEDIATE DELIVERY ON ALL MACHINES

D. GOTTLIEB & CO.

2736-42 NORTH PAULINA ST., CHICAGO

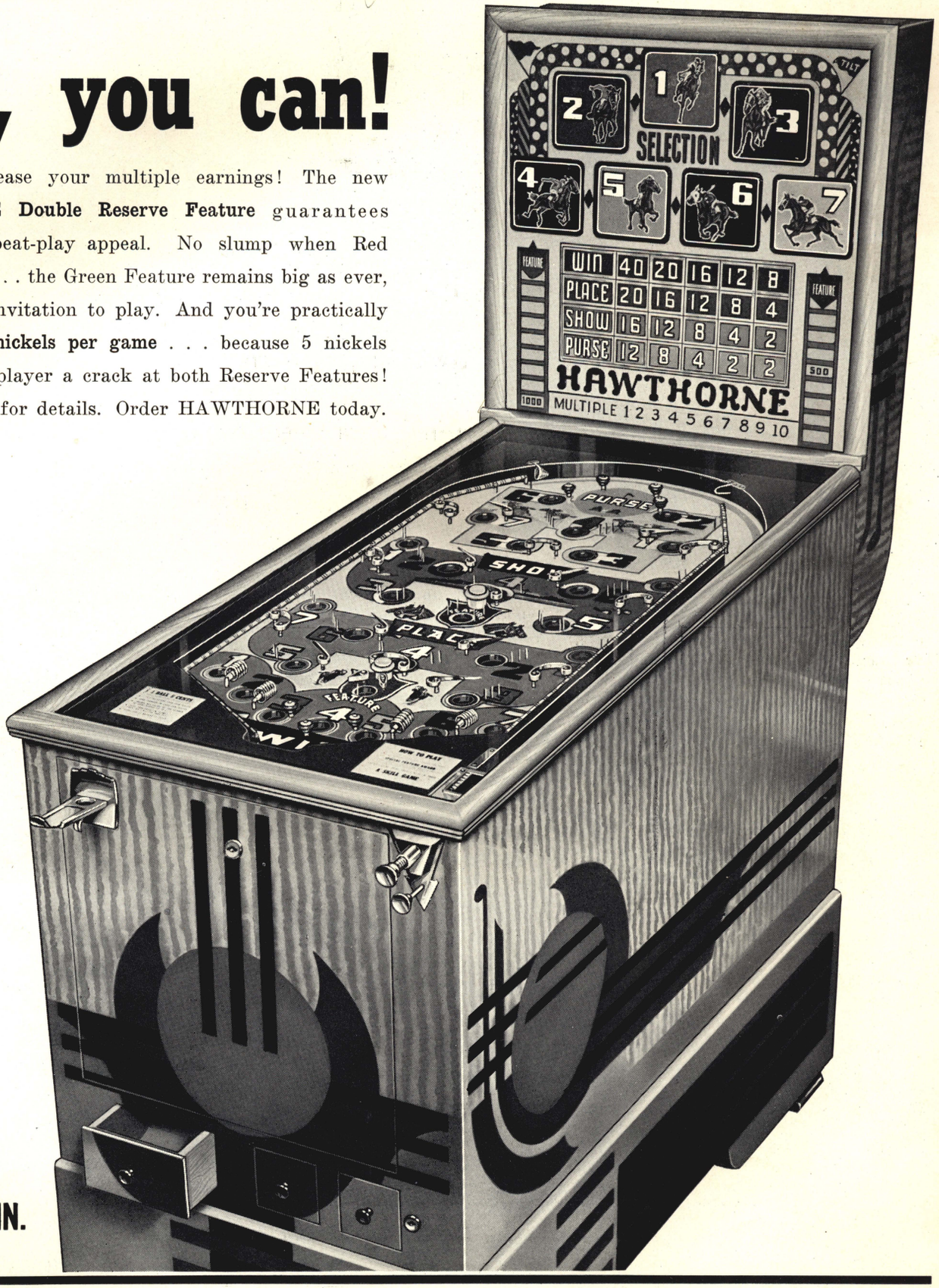
STILL GOING STRONG!

DE LUXE GRIP SCALE 3-WAY Strength Tester $19.50

The COIN MACHINE REVIEW for January, 1939, Vol. 6, No. 7. Published at 1113 Venice Blvd., Los Angeles, Cal. FItzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Cal., under the act of Mar. 3, 1879.

Yes, you can!

You **can** increase your multiple earnings! The new **HAWTHORNE Double Reserve Feature** guarantees continuous repeat-play appeal. No slump when Red Feature is hit . . . the Green Feature remains big as ever, a tantalizing invitation to play. And you're practically **guaranteed 5 nickels per game** . . . because 5 nickels guarantee the player a crack at both Reserve Features! Turn the page for details. Order HAWTHORNE today.



54 IN. BY 26 IN.

Bally's HAWTHORNE

10-WAY MULTIPLE • DOUBLE RESERVE

Bally's HAWTHORNE

10-WAY MULTIPLE WITH DOUBLE RESERVE

- Continuous repeat play insured by Double Accumulative Reserve Feature—one of which is always big enough to be worth shooting for.
- At least 5 nickels per game guaranteed by fact that both Reserve Features light up on fifth nickel and remain lit until end of game.

10-WAY MULTIPLE

Collect 5 to 10 nickels each game! **Average, at least, a quarter a game**—biggest earning power in the history of multiple equipment. Awards are multiplied by number of coins played — and, thanks to the clever new "Fifth Nickel Feature Light" idea, **players invariably play 5 or more nickels per game.**

OR SINGLE-COIN

Flip a switch . . . and your multiple HAWTHORNE is immediately converted into a single-coin game. The "with or without" flexibility of HAWTHORNE means that you can "get in line" quick in the event of sudden territorial changes.

TWIN FIFTY FEATURE

HAWTHORNE has 2 Reserve Feature pockets, 2 separate Reserve Feature drawers, 2 complete Reserve Feature mechanisms. Each Feature starts at $2.50 (token) and steps up, up, up to a $50.00 top. Play appeal climbs to fever pitch as the Features grow bigger . . . **and never slumps, because, when one Feature is hit, the other is still on the job.**

FIFTH NICKEL INSURANCE

Player who shoots ball into either Red or Green Feature **when light is lit** receives Feature award indicated by corresponding color on backboard . . . $2.50 to $50.00 top (not multiplied). Feature lights up at mystery intervals—and **always lights on fifth nickel, thus providing powerful incentive to play at least 5 nickels.**

4-WAY PLAY

HAWTHORNE may be operated **without the Reserve Feature,** if desired . . . simply flip a switch. In fact, HAWTHORNE may be operated in 4 different ways: (1) with multiple and Feature; (2) with multiple, without Feature; (3) without multiple, with Feature; (4) without multiple, without Feature.

FORTY PAYOUTS

HAWTHORNE features the proven payout principles which have earned fortunes for Bally operators. From 1 to 7 Selections flash on backboard each time a coin is deposited . . . and odds also change. Player who shoots ball in pocket corresponding to any lighted Selection receives award indicated—2-for-1 up to 40-to-1, depending on section of board (WIN, PLACE, SHOW, PURSE) in which Selection is matched. With the various multiples, **40 different payout values are possible, ranging from 10 cents to a $20.00 top!**

GRIEF-PROOF

The HAWTHORNE mechanism is, without question, the masterpiece of Bally's years of leadership in the payout and multiple field. **New adjustment features** provide greater operating flexibility than has ever been possible in multiple equipment; and the simplified mechanism insures freedom from service grief.

Try one HAWTHORNE one week! Collections will convince you that multiple earnings can be boosted above your best previous records . . . and you'll start adding HAWTHORNES to your routes as fast as you can get delivery. Order your sample today.

SEE BALLY'S NEW 1939 LINE

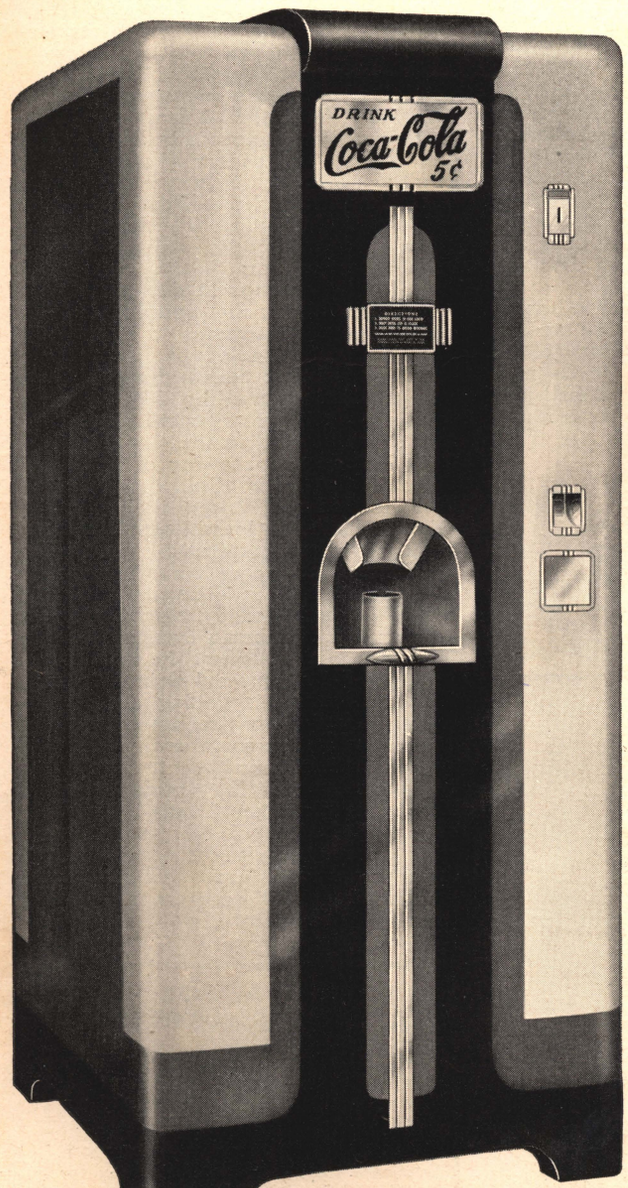
PAYOUTS • NOVELTY GAMES • CONSOLES • COUNTER GAMES

BOOTHS 19, 20, 21, 22, 47, 48 and SUITE 1614

OR WRITE BALLY MFG. COMPANY, 2640 BELMONT AVENUE, CHICAGO

Fussy Folks' Money

FUSSY FOLKS' MONEY is repeat sale money. If you've got what fussy folks want, they keep coming back for more. That's why the Bally Beverage Vender is favored by operators who check the facts. . . . They know that carbonated beverage drinkers are fussy folks, demanding the true tang and flavor of a properly prepared beverage



They know that a Bally-vended beverage is prepared in the approved manner . . . syrup and water accurately gauged . . . carbonated by the positive agitation-method used in modern bottling plants. They know that Bally-vended cups, drawn by the dozens in rapid succession, *are always uniform in flavor and gas content.* They know that the rush-hour business cannot result in loss of sparkle and zest; they know that an unusually slow day or two cannot cause water-stagnation. They know that fussy folks recognize the true tang and flavor in a Bally-vended beverage. They know they can be sure of a steady share of the fussy folks' money.

NEW INVENTION

5 COIN MACHINE REVIEW

INSURES BIG STEADY PROFITS FOR YOU

Only the Bally Beverage Vender provides the powerful taste appeal of pre-mixed, agitation-charged beverage—recommended by carbonic beverage experts. A new invention, available only to Bally Beverage Vender operators, blends and charges the beverage in your own headquarters, under accurate control . . . *and at amazingly low cost.* "Packaged" in stainless steel barrels, which are quickly attached to the vending unit, the beverage is held under constant pressure . . . thus retaining *indefinitely* the sparkle and flavor demanded by soft drink connoisseurs. Thanks to the new Bally method . . . *which requires no plumbing or pipe connections* . . . thousands of new spots are now open to beverage operators. Act now to get in on the ground floor.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

BOOTHS 19, 20, 21, 22

Bally BEVERAGE VENDER

CMMA Show

under way January 16 at Sherman Hotel.

CHICAGO.—Offering coinmen a chance to see new equipment, an opportunity to get acquainted with each other, providing a chance to attend sessions of the National Association of Tobacco Distributors, promising a gala banquet and a chance at major prizes as in other Shows together with an outstanding floorshow, the first Coin Machine Show of 1939, sponsored by the Coin Machine Manufacturers of America, will get under way January 16 at the Sherman Hotel, here, and will conclude January 19.

After careful consideration CMMA officials have decided to avoid any meetings or entertainment which would prevent coinmen from having as much time together as possible for discussion of problems peculiar to the industry that would be better not discussed in open meetings. Knowing that CMMA-called sessions would detract, officials instead will encourage the meetings of any associations or groups, and will provide meeting rooms for such purposes, provided Jim Gilmore, secretary-manager, is notified 24 hours in advance of the desired time for the gathering.

Arrangements have been made for an exchange of courtesies with the National Association of Tobacco Distributors whose annual convention is slated for the Palmer House, January 18 to 21. Similar arrangements have been made with the All-Industry Refrigeration and Air Conditioning Exhibition, held at Hotel Stevens the same dates as the CMMA Show. CMMA badges will admit their wearers without further registration or ceremony to either or both of these other shows. It has been pointed out that there will be exhibits in all three exhibitions and gatherings that will be of interest to members of the other groups, and the arrangement was made in the sincere hope that it would prove mutually profitable and agreeable to all concerned.

Following previously established custom, an attractive group of prizes has been assembled for lucky coinmen who hold the "right" banquet stubs. CMMA reports it has abandoned the practice of distributing prizes on the basis of purchases made during the Show, since in the past this practice has been sorely abused.

Major award of the drawing is a 1939 de luxe model automobile, fully equipped, and said to be one of the best and most popular makes. Second prize is the latest de luxe model of a fine radio; third prize is to be a luxurious traveling bag. These three prizes must go to certified and properly identified operators. In addition to the trio of major awards, many exhibitors are contributing prizes from their displays, and the exhibitor likewise has the privilege, if he desires to use it, of specifying that only a certified operator may receive the prize.

Gilmore has announced that a definite understanding has been reached with the Sherman Hotel that a really first-class meal must be served in order to avoid any possible complaints about either food or service, and the Sherman's management has agreed. Dick Hood, as chairman of the entertainment committee, has reached in his sleeve and pulled out all sorts of aces for the show within the Show, and it is reported that though it may be shortened in order that the awarding of prizes may not keep people practically the whole night through for the drawings, it will be "to the point" and definitely an "eye-opener."

Gilmore further reports that all space in the exhibition hall has been sold out for weeks, that few booths (as of the last of December) are left on the mezzanine and few in the grand ballroom, and that all in all it looks like a record show in the offing. ●

Golden Reports

satisfactory convention business.

HOLLYWOOD.—Formerly looked upon as simply an opportunity of showing to the trade and getting acquainted with operators, U-Need-A-Pak was pleasantly surprised to discover, at the close of the NACOMM Show in Chicago in December, that it had done more business than at any previous affair and enough to make their display tangibly worthwhile, according to report of Will Golden of U-Need-A-Pak Distributing Co., who was present at the convention.

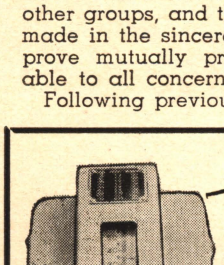
Golden states that, due in part at least to legislative action in many states, operators are turning more and more to merchandising equipment in a complete reversal of former attitude, and that merchandising machines seemed to get the bulk of attention in the display booths. He also asserted that while the gathering at the Stevens Hotel was not so well attended as in former years, it seemed to him to be more businesslike and serious, with attendees interested in seeing what was on display, and in buying samples for testing on their own locations, rather than just to have a good time.

One of the biggest attractions in the U-Need-A-Pak booths which ran along both aisles, was the 15-column cigarette machine, said to be the only one capable of dispensing 15 brands of cigarettes, which Golden stated had fully 50% of all U-Need-A-Pak sales at the Show, out of about 20 different models on display, including candy bar vendors. Because of the fact that about 27% of all sales through cigarette machines in California are of the 10-cent brands, he pointed out that the 15-column machine is particularly well suited for use in this western state.

The radical change in design which permits displaying the cigarette package in the same manner as a bar of candy merchandise brought a host of comments, as did the de luxe model with unusual colored lighting effects. Double capacity columns are standard now on all new equipment.

Golden reported knowing of sales to operators in Texas, California, Ohio, Michigan, Indiana, Wisconsin and Pennsylvania, with the largest single order —100 15-column cigarette vendors, bought for cash—going to an Ohio operator, and the second largest—another cash deal for 100 candy merchandisers —going to an Alabama coinman. Both were new to the business, he reports.

U-Need-A-Pak's present main concern, Golden declared, is getting deliveries on new models, which mechanically are essentially the same as the current machines. Since it is likely that volume shipments cannot be made before March, the plan now in use is one of supplying buyers of new equipment with current models and exchanging them, plus a small handling charge, for the newer equipment when it is delivered. ●



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Nothing in vending machines earns more than person-weighing scales . . . especially HAMILTON Low-Cost, High Profit PERSON-WEIGHING SCALES. Unsurpassed for steady, year-in and year-out service. Pick good, average locations in your own home town, watch earnings step up, and then level off for a steady, high annual income. Your first investment is far less, and your net income much more, when you place HAMILTONS.

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Handles Collections For All Deals

Original has printed merchandise report. Duplicate stays in book. Third copy for location. Immediate delivery. Write to

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BALTIMORE SALESBOOK COMPANY
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Standard Collection Books for All Coin Machine Operators

'Pride in Business'

urged at AOLAC meeting.

"Be proud—not ashamed—of the business in which you're engaged. The marble table business will always be a clean business, so long as we make it so, so long as we're proud of it and are frank to admit what we're doing."

This was the keynote used by the speakers at the Christmas dinner meeting of the Associated Operators of Los Angeles County, held at the Club 41 on Beverly Boulevard in Los Angeles, Monday evening, December 19, and attended by more than a hundred operator-members.

Speaking inspiringly and to the point, Curley Robinson, Association manager, cited instances of deceptive practices of operators and their wives in such matters as admitting the nature of the breadwinner's livelihood, and regaled members with an anecdote or two about his own experiences as an operator in years past.

Robinson has an endless number of fraternal affiliations, among them a membership in the Masonic lodge. One of the stories he told was of being "spoken to" by a fellow-member, who declared, "You're getting up in Masonry. Before long you'll be Master of this lodge. I don't think it's a smart thing for you to be connected with a 'racket' like marble games."

Whereupon the present Association manager outlined in full the scope and accomplishments of the industry he represented, pointed out the untold misery his critic's business caused—the making of auto loans at terrific rates of usury—and left the man disconcerted and apologetic. "I never looked at it that way before," he declared. "I guess you have a right to be proud of your business."

Herman J. Cohen of Hamilton Mfg. Co. spoke in the same vein and recalled an instance wherein he had successfully used pride in his business as a means of selling a bill of goods.

"I was in Minneapolis," he stated, "when I got a call from my partner, Graf Wolfe, to go down to Des Moines, Iowa, to address a meeting of the salesmen of F. W. Fitch Company—the people who make hair tonic. I had no idea what I'd talk about, but I loaded up with samples and went. When I got there I was met at the door by Gale Fitch, the son of the president. I introduced myself and was surprised to find out that he had no idea what my business was. He said that a friend had recommended me as a speaker for the sales meeting.

"'What am I going to talk about?' I inquired.

"'Oh, talk about sales,' he answered.

"So I went into the meeting to face a hundred and fifty or so men. I opened my samples and spread them out. Hardly before I'd had a chance to say a word the president, the elder Mr. Fitch, got up. His face was purple. He said, 'Do you mean to tell me, Mr. Cohen, that you're going to bring punchboards in here?' I nodded.

"He looked up at the wall, at three paintings of venerable gentlemen. He said, 'Mr. Cohen, do you see those men on the wall? They founded this company. The company is a hundred and twenty years old and we've been making good hair tonic all that time without the aid of punchboards. We're not going to have those iniquitous things now.'

"I looked at him and inquired, 'Mr. Fitch, did you ever hear of the Loose-Wiles Biscuit Company?' He nodded, and said, 'A fine firm.' I went on: 'Mr. Fitch, did you ever hear of the American Tobacco Company, the makers of Lucky Strike cigarettes?' He nodded again.

"'Mr. Fitch,' I said, 'those are just two examples of firms that have found it worthwhile and profitable to increase their annual business over thirty per cent with the use of punchboards! Now I'm going to make a suggestion. Let the men here vote on whether or not they want to use punchboards to increase their sales. If they do, fine. If they don't, I'll go on home.'

"The vote was taken, and out of all those men only four opposed the use of punchboards. The president's face had gone a little pale. His son stood up. 'Well, dad,' he declared, 'it looks like you've lost. There must be something in it. Let's give him an order.'"

The order was taken, and Cohen recalls having cut it down to a more conservative size. Even so it was big enough to scare him, and he veered clear of the Fitch offices the next time he was in Des Moines, until he'd checked with his office to find that not only had the firm used its supply but had reordered. It was a case, Cohen summarized, of being proud of his business, letting that pride help him make a sale, and letting that sale make other sales for the firm that bought.

By direct contrast Cohen recalled another punchboard manufacturer whose plant bore a big sign over the door which read, "School Supplies," and every year in order to make the sign a true one the manufacturer took one order for something to be made for use in schools.

Other speakers also touched on the same theme, on the fact that out of 44 incorporated cities in the county (exclusive of the City of Los Angeles) operators were permitted to place their equipment in all but a few and those few barred them as a result of their own actions, on the playing of games by minors, and the need for solidarity in Association membership and effort.

Charles Cradick, executive manager of CAMOA, discussed the Bill of Rights in relation to the coin machine industry. Lou Meyers spoke on pride and Dave Gensburg of Genco, Inc., traced some of the early days of the marble table business in making his point of a need for united effort. Sol Gottlieb, Paul Blackford, editor and publisher of the REVIEW, and William Nathanson, just back from the NACOMM Show in Chicago, were other speakers. ●

The NEW YEAR Is YOURS!

Make it a winner by trading with

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WE WILL

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ON NEW AND

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IN ADDITION TO UNSURPASSED VALUES—WE ARE GIVING YOU THE INCREASED EFFICIENCY OF OPERATION AND BEAUTY OF APPEARANCE PROVIDED BY LAYMON'S *Extraordinary* CONDITIONING

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COME IN! SEE *ALL* THE NEW SHOW GAMES

Paul A. Laymon

Distributor and Jobber of Quality Coin Operated Machines
Scales—Five Star Gum—Coin Chutes—Parts for all games
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On Opposite Page: NACOMM Show Scenes

Upper Left—A section of the crowd witnessing the radio broadcast, the industry's first. Others preferred to hear rather than see it.

Left Center—NACOMM headquarters and ticket offices proved a popular and generally crowded spot.

Lower Left — The Celebrities Luncheon. Shown here, left to right, are Fred Mills, Roscoe Turner, Rowe Mfg. Co.'s President W. H. Rowe, former Northwestern University Football Coach Dick Hanley (speaking) the Master of Ceremonies, Jim Mangan, A. E. Gebert.

Upper Right — Judges couldn't decide, so they named two Coin Machine Queens for 1939. NACOMM's selection: Harriet De Busman of Kansas City, Missouri, and Kay O'Brien of Chicago.

Just Below—The Rock-Ola Dinner. Left to right the executives are Vice-President T. Leon Maurada, Sound Engineer William Hutter, Chief Engineer William Huenegrade, Salesmanager Jack Nelson, President David C. Rockola (standing and addressing the guests), the phonograph sales department's Vice-President I. F. Webb, General Superintendent E. R. Smith, Comptroller E. J. Hockstad.

Next—A portion of the Rock-Ola display booth, showing the mechanical man in action.

Below—Mr. and Mrs. Moseley, of Richmond, Virginia's "00 Broad Street" fame, with the firm's secretary and two valuable but unidentified employees.

Lower Right—That man again!

Gottlieb Plans

Show surprises.

CHICAGO. — "Surprises that'll make 'em sit up and take notice," is D. Gottlieb & Co.'s promise to every visitor at the firm's display at the Sherman Hotel during the CMMA Convention. Declare company officials: "For weeks executives at the factory have been in a flurry of activity and excitement preparing our new-idea money-makers for their bow to the trade. Every Show visitor is invited to stop in at Booths 31, 32 and 33 and get his first glimpse of these innovations which we predict will 'corner the cash' for operators during the coming year."

Included in the display, according to further report, are a group of basically new ideas in pay tables, novelty games, and counter machines, as well as other "sensational" new developments for 1939. Other details have been carefully guarded, however, with a promise that they would be revealed only at the Show.

President Dave Gottlieb's statement concerning coming-year plans. Said he: "Our Show slogan is 'In 1939, go places with Gottlieb.' Our prosperity-making hits, which will be revealed at the Show, are geared to the times and designed to break all records for profits. They will in all probability affect materially the operator's income during 1939. No matter what operators have seen before, they haven't seen anything to compare with these new machines. They should be sure to attend the CMMA Convention, Hotel Sherman, January 16 to 19, and stop at our Booths, 31, 32 and 33, without fail." ●

Philadelphia Coin Machine Operators' Association

President — MARTIN MITNICK; Vice-President —FRANK ENGEL; Financial Secretary—BEN HANKIN; Secretary—JACK BRANDT; Treasurer —B. STEIN. Offices, Schaff Building, Philadelphia.

By HARRY BORTNICK

Nomination of officers for the succeeding year will be held in this Association early in January, with an entirely new panel of executives and directors to be considered. It is expected that the contest will be a heated one. Following the election, the annual banquet will take place, at which time the new officers will be installed and members will have an opportunity to participate in a gala time and reacquaint their families with the work and other members of the body. The affair is expected to bind closer the friendly relationship which already exists.

Membership in the organization has so increased during the past few months that discussion is now under way concerning a movement to find new and larger quarters for Association meetings. Once adequate, meeting space is now cramped with the heavier attendance.

Plans to attend the CMMA Convention in January are going forward with Jack Kauffman of K. & C. Distributors collecting a trainload of coinmen headed for the showing of new 1939 equipment. At present there is evidence of a large attendance from this group at the Chicago session.

The entire membership expresses a wish for a speedy recovery of the wife of Sam Lerner, popular operator, who became ill while at the December Show.

Irv Newman, evidently prosperous, is vacationing in Florida, while Myer Frank is taking it easy in Richmond, Virginia. ●

Engagement Announced

CHICAGO.—One of the most popular figures in the coin machine industry, Miss Eve Ginsburg, has recently announced her engagement to George Finger of Chicago. Miss Ginsburg has been associated with her brothers, Morrie and Eddie Ginsburg, in the Atlas Novelty Co. since its inception, and she is well known to virtually all important coinmen, many of whom she can call by their first names. No date nor place for the wedding ceremony has been made public as yet, but the REVIEW joins with other members of the industry in extending sincere best wishes to Miss Ginsburg, and hearty congratulations to Mr. Finger, her fiance. ●

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MORE THAN FIFTY KINDS ASSORTED

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Postage Prepaid

ATTENTION OPERATORS!

We have an equipped shop, supervised by Ed Goodman, one of the best slot machine Mechanics in this part of the country, and, in addition to being able to put your repair work into excellent hands, we are, moreover, prepared to do it reasonably.

We have in stock for immediate delivery, the following merchandise:

5c, 10c, 25c, and 50c Blue Fronts
10c Eagle Spreads
5c Cherry Bells
5c Melon Bells
Used Payoff Tables
Fairgrounds
Golden Wheels
Foto Finishes
Fleetwoods
Daily Races
Hialeah
1c Snacks
7 Column Gorretta Machines
Used Phonographs

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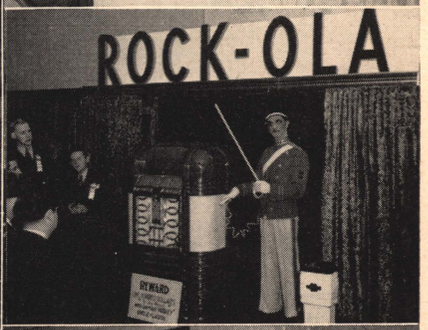
ROCK-OLA
REWARD

K-OLA
New!
LUXURY LIGHTUP

NACOMM Show

draws reported 5000; program told.

CHICAGO.—Said to have attracted some 5000 coinmen from all over the country, the Eleventh Annual NACOMM-sponsored Coin Machine Show, held at the Stevens Hotel, here, December 12 to 15, 1938, has passed into history.

On display to attract the attention of visiting operators, jobbers and distributors were approximately 15 candy bar vendors (approximate is used because in some instances color changes were counted by manufacturers as different models, and these are not included), bulk and bottled beverage vendors and similar units, a group of bulk vendors divided into two classes, globe, of which about 25 models were shown, and streamlined, of which about eight were on display, a dozen penny machines for the vending of gum and candy, some of which are for use in conjunction with larger pieces of equipment such as cigarette merchandisers of which there were a good two dozen models in evidence, 10 console machines, 16 each of bells and baby bells, 6 each of novelty and payout amusement tables, six or eight new model phonographs and three types of penny scales.

Phonograph records, needles, wall boxes, grilles, stands, locks, finishes, confections, and parts and other supplies were also on display, together with jar games, ticket deals and other items.

Sharing attention with the equipment and supplies which presumably operators were most interested in, was a well-planned and carefully executed program of entertainment which began with the industry's first radio broadcast over Chicago's WCFL for a period of 30 minutes. Theme of the broadcast, same as that of the entire convention, was "We're Forever Boosting Business," and in quick order, interspersed with entertainment, the story of the convention was told to the public. A number of operators reported having heard the broadcast while driving to the Stevens that morning.

The Celebrities Luncheon engineered by Vincent Gottschalk saw 1800 convention delegates crowded into the Stevens' grand ballroom Tuesday noon to get acquainted with prominents in other fields and let the latter, in turn, get a fair view of the coin machine industry, to be entertained by the Hoosier Hot Shots, be introduced to such figures as aviation's Roscoe Turner and the athletic world's Dick Hanley, and to hear one Dr. Hugo Koslof, Russia's special trade representative, praise his own country and produce a tirade against America which brought the patriots in the audience to their feet. Before the speaker could be torn limb from limb, however, it was revealed that it was all in fun and that he was Prof. Jeff Whalen of Holy Cross University.

Thirteen gorgeous creatures paraded before both official and self-styled judges, in gowns and then in modern bathing suits, Wednesday afternoon in effort to win the title of "Miss Coin Machine." Diplomatically, when they couldn't decide between Misses Harriet De Busman of Kansas City and Kay O'Brien of Chicago, the critics gave them joint hold on the title.

Swiftly paced and racily costumed, Joe Wallace served as master of ceremonies for the "Coin Machine Carnival" which was the theme of the annual banquet's floor show. Acts included Rollo & Verna Pickert, dancers; Novak & Fay, novelty tumblers; Vilma Jozsy, strip tease; the Five Elgins, Gus Stevens & Co., the Redingtons (who will be remembered by Pacific Coast coinmen as entertainers at the Coast show at the Royal Palms Hotel in 1937), Audrey Corney, and Chaz Chase who ate everything he could get his hands on. Al Morey's orchestra furnished the music for the show, and the 12 Byton Girls supplied the background for the carnival.

Leo Caproni, Maysville, Ky., operator of phonographs and scales, won first prize in the drawings held during the banquet when Sam Harris of New York failed to appear within the allotted time to claim it—a 1939 four-door Buick sedan. Miss De Busman, named as co-holder of the title of "Miss Coin Machine," drew the ticket under the supervision of A. E. Gebert, NACOMM president, NACOMM Secretary C. S. Darling, and Wallace, the emcee. Veteran cigarette, candy and gum merchandiser operator S. E. Nelson of Shreveport, La., won the 12-tube RCA radio which was second prize. Other winners: Chicago's Fred Sanders, an 8-tube RCA radio; R. L. Davidson, Coldwater, Mich., a wardrobe bag; F. A. Blalock, Pensacola, Fla., an Eastman motion picture camera; Harold V. Grant, Daytona Beach, Fla., combination desk set; and Ted Swag, Burlington, Wis., the man's toilet set.

Only one consequential meeting of operators was held during the Show, attended by 150 or so musicmen, who gathered under the chairmanship of Frank Hammond, business manager of the Association of Phonograph Operators of Eastern Pennsylvania and New Jersey. Purpose of the session: to "continue discussion and complete the work" begun by a similar meeting of phonograph operators at the Show at the Sherman last January.

Result of the gathering: a group of 20 or more officials of various music organizations was named as a committee to select a smaller committee to meet with manufacturers and work out ideas and plans for cooperation on all matters, in-

Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.
When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE
50c Each; $5.00 per Dozen
$32.50 per Hundred

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WICHITA, KANSAS

TIMING DEVICES
Electrical or Mechanical
For every coin machine need.
We supply leading manufacturers.
ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

A HIT FOR THE SEASON

TOUCH DOWN

A New Globe Step-up Board containing 816 holes with 100 Step-up Holes in the Football Field, containing payout tickets from 50c to $10.00. Board takes in $40.80, average pay out $23.22.

PRICE $2.80

GLOBE PRINTING CO., 1023 Race St., Phila., Pa.

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- ROUND
- OCTAGON
- SQUARE

SUPREME Special TRADE CHECKS

Brass, Aluminum or Steel

100	$ 3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third cash, balance C.O.D.

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333 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS

cluding those discussed as parts of a proposal to be directed to manufacturers. The proposal: An inter-manufacturer credit bureau for the exchange of credit information to eliminate chiselers; setting of an annual production quota, a point on which there was much discussion; a request that manufacturers announce new models simultaneously and only once a year, and that no radical changes be made except by agreement among the manufacturers; like the first two proposals, this measure was passed by the operators attending.

Fourth proposal suggested uniform trade-in practices and the scrapping of trade-ins, and no final action was taken; sale of equipment by manufacturers only to operators affiliated with associations in such areas as organized groups exist constituted the fifth point, and again no final action resulted. The sixth proposal related to commissions and the idea was expressed a number of times that uniformity can be obtained only through organization. A Southern operator raised the question of phonograph rentals, but discussion was terminated without recommendation. Homer Capehart suggested the idea of manufacturers retaining control over the machines as a permanent policy, but a decided preference was heard for operator-ownership.

Hammond reported that at present there are about 35 organized music operator groups throughout the country, some local and some state-wide. He further reported that the association which he heads now claims 100% membership of operators in its territory.

Wurlitzer's Howard Shaft, is the king-pin of the company's Accounts Receivable. Howard has been with Wurlitzer twelve years.

Present as representatives of the manufacturers were David C. Rockola, Capehart, and D. W. Donohue.

In direct contrast to previous years, publicity given the Show by the Chicago papers was highly favorable. The Chicago Daily News, in particular, assigned feature writer Gene Morgan to cover the affair, and he wrote his story as having looked at the display with eyes opened wide in amazement and interest.

According to report made at the close of the Show, opinion will prevent a repetition in future years of the practice of holding two such events a month apart, and a number of NACOMM exhibitors declared they would show again at the CMMA session at the Sherman in January. ●

Good Ball Gum

use pays dividends, Doty declares.

KALAMAZOO, Mich.—Declaring that "Any business built up with a quality product becomes an asset and a business built up on a product of inferior quality becomes a liability," E. A. Doty of the U. G. Grandbois Co., asserts that many operators now realize the importance of using a fine grade of chewing gum.

According to observation it is pointed out that when a customer places a penny in a vending machine and gets a ball of gum he likes, he usually becomes a regular customer, spending five or ten cents per week in the machine. But if he gets gum of inferior quality he will never patronize the machine again. And who loses? The operator.

Operating vending machines is no different from any other business. They must all have regular customers to be successful, and in order to have regular customers for his machines the operator must have in them gum the customer likes.

A machine vending a good gum in a fair location usually increases its receipts each month, Doty asserts. By the same token, the receipts of the same machine in the same location vending a cheap chewing gum will decrease each month, making it necessary to change the location of the equipment every few months.

Coated chewing gum is sealed with a sugar covering and no air can get at the base of the gum, which never will deteriorate unless the coating should get chipped off.

The wise operator will see that the customers of his machine get their money's worth, encouraging them to become steady customers and by so doing he makes a profit on each customer for many months to come.

The appearance of the vending machine will get new customers. The product in the machine either makes each new buyer a steady customer or drives him away, the Grandbois official concluded. ●

* * *

Some noisy relatives were visiting a couple and happened to mention their dog, a big mongrel.

"He's just like one of the family," said the pup's proud mistress.

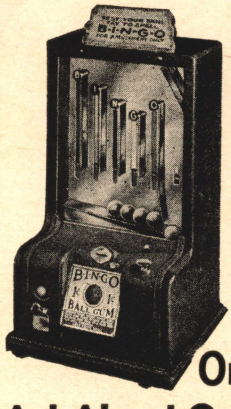
"Which one?" asked the hostess.

OVER 2,500 SHIPPED TO DATE

NEW! LEGAL! COUNTER SKILL GAME!

B·I·N·G·O

A Magnet for Pennies



Over 2,500 BINGO games are now on location. Operators report net weekly profits of $3.00 to $5.00 per game. ●

BINGO is legal everywhere! A ball of gum is vended for each penny. Awards for skill may be given in open territory.

Only $17.50

Ask About Criss-Cross

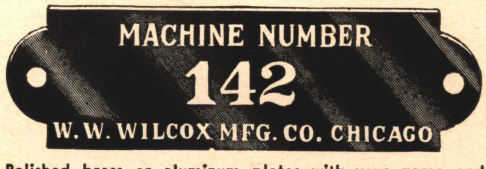
O. ROBBINS & CO.

1141 DeKALB Ave. — BROOKLYN, N.Y.

SEE BINGO AND CRISS-CROSS AT SHERMAN HOTEL—BOOTH 107

NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50 @ 7c each — Total $ 3.50
100 @ 5c each — Total 5.00
250 @ 4c each — Total 10.00
500 @ 3½c each — Total 17.50

Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

Bally's Paramount spinning ball has the same fascination for Al Adickes (left) and Dick Scott of London's Scott, Adickes & Co., Ltd., that it holds for the average player on location. The two British coinmen were snapped during a recent visit to the Bally plant.

Cameo Vending Active

NEW YORK CITY.—Demonstrating its proposed emphasis on service, during the past month Cameo Vending Service, lusty young firm here, has negotiated the sale of nut vending routes for four clients, Harry Golden of Brooklyn, Philip Laufman and Mr. Furst of the Bronx, and M. Schwartzberg of Manhattan. Included in the transactions was equipment of Northwestern, Advance, D. Robbins, Automat Games and E. H. Lohmuller firms. Edward W. Barnett, head of Cameo Vending Service, also reports the sale of a large quantity of cigarette vendors for George Klein of Brooklyn, and announces that he has received a great many inquiries from buyers and sellers of routes. ●

Goddard Bally Distrib

CHICAGO.—According to announcement of George Jenkins, Bally Mfg. Co.'s salesmanager, Goddard Novelty Co. of London, England, has arranged for large shipments of Bally products to the English market. Among the machines included in the initial volume shipment to Goddard headquarters were Paramount, spinning ball novelty game; Dixie, 7-coin console; and Thistledown, reserve-type multiple. ●

The NEW MACHINES

MILLS

In STOCK

Wire, Phone for Quick Deliveries

Keystone Nov. & Mfg. Co.

26th & Huntingdon Sts., Phila, Pa.

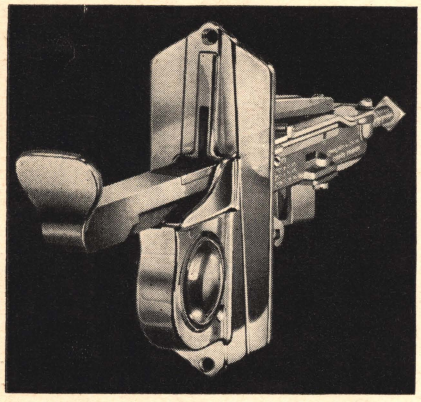
Robbins Announces

new counter game.

BROOKLYN, N. Y.—Used successfully on test locations in New York City for the past two months, legally operated anywhere because it vends a ball of gum for every penny, and now in full production so that immediate deliveries can be made, Criss Cross, D. Robbins & Co.'s new low-priced gum vending counter game will have its first official showing to operators at the forthcoming Show at the Sherman Hotel, according to Dave Robbins, president of the firm.

Originated by Irving Mitchell of the Robbins staff, inventor of a number of money-making games, Criss Cross Ball Vendor is said to have an appeal similar to that of the now famous Robbins Bingo counter skill game. Idea of play is to place three rubber balls in line. Last coin is always visible, and it is reported that the machine may also be used for nickel play.

Simultaneously with this announcement, Robbins issued a word urging operators to give more consideration to penny equipment which "lacks the quick depreciation, high cost and huge effort" of the five-cent machines. Recalling his own experiences as an operator, Robbins claims to have made "plenty of money" from penny equipment, backs up his assertion with reports from operators of Bingo earnings of $2 to $5 a week or more. "Even if you are making money with your nickel equipment," he declares, "it will pay you to operate some penny games. You will discover that 'fast pennies' are better than 'slow nickels,' and you will learn the meaning of 'long-life' money-makers." ●



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CUTS SLUG LOSSES
50% to 80%
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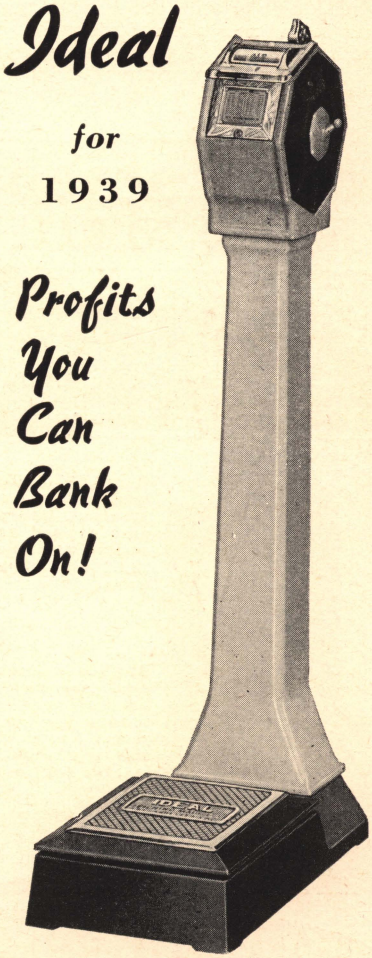

IDEAL
Weighing Machine Co.
1012 West 43rd Street
Los Angeles California

Jersey Cigarettemen

plan anniversary celebration.

NEWARK.—Plans already under way for the second anniversary celebration of the founding of the Cigarette Merchandisers' Association of New Jersey, Inc., to be held Sunday, February 19, 1939, at the Hotel Robert Treat, here, indicate that every effort will be made to present this affair as the "most outstanding success in the automatic cigarette vending industry," and it is expected that attendance this year will surpass that of last year's event.

Heading the committee of arrangements for the celebration, named by President Samuel M. Malkin at the Association's last meeting, is Leon Eskin. Aiding and abetting him are President-Emeritus Charles W. Stange, Treasurer Leonard Ziegler, Charter Secretary Michael Lascari, George Dorian, Counsel Sol L. Kesselman, and Manager Le Roy Stein.

It will be remembered that a year ago a display attracting much attention demonstrated the evolution of the cigarette vending machine. This year it is planned to conduct an exhibit of new models of the several manufacturers in the field, and invitations will be extended to the manufacturers to do so.

Del's Musical Vendors, whose music helped to make the first annual celebration a success, have been re-engaged for the current affair. A unit of this aggregation of talented musicians broadcasts over radio station WOR under the title of the WOR Saxophone Trio. Other plans for entertainment are still in the works or remain unrevealed to give an air of mystery to the program. One certain innovation will be the award of a mystery door prize to the holders of banquet tickets.

Special invitations are being mailed to members of the Interstate Associations which include those of Syracuse and Buffalo, N. Y., New York City, Massachusetts, Connecticut, Pennsylvania and Delaware. ●

U-Need-a-Pak in Indiana

INDIANAPOLIS.—Its twelfth branch office, U-Need-a-Pak Corp. has opened headquarters at 606 Massachusetts Avenut, here, "for the convenience of operators in the surrounding territory. Harry Babitz, well-known coinman in the area, has been named manager of the Indiana outlet, according to report of U-Need-a-Pak's General Manager Murray Wiener. ●

New Equipment

problem answered.

NEW YORK CITY.—In the November-December issue of "The Rowe-Gram," under the title "When Necessary—Amputate!" Jack Kelner, midwest representative for Rowe Mfg. Co., Inc., records some interesting thoughts on the buying of new or additional equipment. States Kelner:

Dr. Blodgett, one of the great specialists in the field of amputating surgery, has made the astounding statement that in no case has a person ever wanted an amputation. Those who need it, in every instance, say they would rather die, but of course, the doctor operates where he feels that life can be saved. The mangled bodies that are brought to him are crushed in spirit as well as bone, and life without limb seems to hold a future worse than death.

During a visit which I made to his home in Detroit, some years ago, he said to me, "This must be true in your business as well. Undoubtedly you call on men who are crushed in spirits from business reverses. Men who see no future in their field of endeavor, and who, therefore, buy no new equipment, but are content to poke along in a rut in a morose condition. These are the men you should operate on. Remove abscesses of discouragement; cut out their malignant sores of lethargy."

"But," I said to Dr. Blodgett, "to sell a man when he doesn't want to buy means high pressure and I don't believe in high pressure selling."

To which he replied: "This wouldn't be high pressure. The only time selling something to somebody is wrong, is when that merchandise will do the buyer no good, or when he can't pay for it. As long as a buyer can benefit by what you have to sell, and can pay for it, you are doing him an injustice not to sell him—not to amputate his discouragement and make him buy. Therefore in every instance I say use high pressure if necessary—even knock him down and drag him out if the occasion demands — but make him buy more equipment if you, the specialist, feel sure that the operation will save his future." ●

* * *

Willie: "Papa, how can you tell when a man is drunk?"

Papa: "Well, Son, do you see those two men over there? Well, if you were intoxicated they would look like four."

Willie: "But Papa, there is only one."

BAR, BELL & FRUIT

JAR DEAL TICKETS

Tickets are printed in colors using slot-machine characters to designate the play.

TICKETS TO DEALS

2544 - 2592 - 2664 5c or 10c Play

All deals alike except the winners vary in number. Write for description and prices.

SOLD ONLY to JOBBERS

Wheeling Novelty Co., Inc. 57 Fourteenth St. Wheeling, W. Va.

Open the Door!

to entertainment, knowledge and profit. Magazines will help you do it. You can save money by entering your subscriptions through the COIN MACHINE REVIEW. We will accept both new and renewal subscriptions *anywhere* for *any magazine or newspaper published.* Your new or renewal subscription to the REVIEW can be added to any other periodical or group of publications.

SUGGESTIONS:

For Yourself—

	Per Year
Coin Machine Review (Monthly)	$ 1.00
Fortune (Monthly)	10.00
Esquire (Monthly)	5.00
Time (Weekly)	5.00
News Week (Weekly)	4.00
Popular Mechanics (Monthly)	2.50
Popular Photography (Monthly)	2.50
Ken (26 Issues)	5.50
Hunting & Fishing (Monthly)	.50
Collier's Weekly (Weekly)	2.00
Collyer's Eye & Baseball World (Weekly)	7.50

For Wife or Friend—

American Magazine (Monthly)	$ 2.50
Ladies' Home Journal (Monthly)	1.00
Better Homes & Gardens (Monthly)	1.00
McCall's Magazine (Monthly)	1.00
Redbook (Monthly)	2.50
Photoplay Magazine (Monthly)	2.50
Vogue (Monthly)	5.00
True Story Magazine (Monthly)	1.50

For the Family—

Life (Weekly)	$ 4.50
Look (26 Issues)	2.00
Reader's Digest (Monthly)	3.00
Saturday Evening Post (Weekly)	2.00
Liberty (Weekly)	2.00
Coronet (Monthly)	4.00
American Home (Monthly)	1.00

For the Children—

American Boy (Monthly)	$ 1.50
American Girl (Monthly)	1.50
Jack & Jill (Monthly)	2.00
Boy's Life (Monthly)	1.00
Open Road for Boys (Monthly)	1.00

HERE'S HOW YOU SAVE!

For instance: One Year of

COIN MACHINE REVIEW	$1.00
Field & Stream	1.50
Collier's	2.00
	$4.50

Our Price—$3.80 You Save—$ .70

One Year of

COIN MACHINE REVIEW	$1.00
McCall's	1.00
Redbook	2.50
	$4.50

Our Price—$3.50 You Save—$1.00

Write for prices on any other magazines.
Write for club prices on any magazines.
Write for information on foreign and Canadian postage.

COIN MACHINE REVIEW

1113 Venice Blvd. Los Angeles, California

For Visitors to the Convention

The greatest array of "gilt edged" equipment at greatly reduced prices!

CONSOLES

Galloping Dominoes	$ 87.50
Evans' Bangtails	94.50
Jennings Flattop Derby Day	44.50
Bally Teaser	32.50
Ray's Track	59.50
Keeney 1938 Kentucky Club	119.50
Red Head Track Time	114.00
Grey Head Track Time	87.50
Exhibit Races (7 Coin)	47.50
Pamco Rosemont	34.50
Jennings Derby Day (Latest Model)	67.50
Western Fast Track	31.50
Buckley Track Odds	124.50
Pamco Dominole	34.50
Tanforan	39.50
Bally Favorite	42.50
Jennings Parlay Races	114.50

PAYTABLES

Fairgrounds	$57.50
Aksarben (Multiple)	54.50
Mills Big Race	49.50
Quinella (7 Coin Drop Head)	64.50
Kenney Hot Tip	39.50
Keeney Derby Champ	77.50

SLOT MACHINES

5c Mills Blue Fronts (Gold Award)	$39.50
5c Mills Blue Fronts (Regular)	47.50
5c Mills QT. (Late Model)	33.50
5c Jennings Silver Chief (Like New)	57.50
5c Jennings Melon Bells (Like New)	57.50
1c Mills QT (Late Model)	31.50
10c Cherry Bell (Mills)	54.50
10c Brown Front (Mills)	67.50

— SPECIAL —
SEEBURG MODEL B PHONOGRAPHS
$57.50

Terms 1/3 Dep., Bal. C.O.D.

Write for our new bulletin listing complete line reconditioned Consoles—Paytables—Slots—Novelty Games—Counter Games and Phonographs.

ATLAS NOVELTY CO.

THE HOUSE OF FRIENDLY AND PERSONAL SERVICE

2200 N. WESTERN AVENUE CHICAGO, ILLINOIS
Branches in Pittsburgh, Pa., and Miami, Fla.
CABLE ADDRESS: ATNOVCO

Short Talks on Advertising

Prepared by the
Bureau of Research and Education
Advertising Federation of America

More for Your Money

Number 4

Money is important only for what you can buy with it. What you buy is important only for the satisfaction it gives you. And greater satisfaction is the only thing that is important in getting more for your money.

That is why the service of advertising is so helpful. Merchants and manufacturers advertise primarily to sell their goods, but in the long run no advertising can be successful unless it helps the consumer to get more for his money. The most important business job that each of us has to do, next to earning an income, is to buy the best possible living which that income can afford.

Wherever we go, at any time of day or night, we constantly see and hear many kinds of advertising. On all sides, industry offers its wares, presenting an enormous show window of everything that money can buy. Nothing is overlooked. Beans, movies, garters, automobiles, oranges, refrigerators, fishing poles, asphalt paving, and correspondence courses. You decide what you want and spend your money accordingly. Advertising gives you a world's fair in motion, a continuous parade of merchandise. The more you see of it the more you know about the world's goods and the better you know how to make your material life a happy one.

By serving the interests of consumers everywhere, advertising does a very important job for industry. It is the only means by which the huge quantity of goods produced today can rapidly be moved to market. Advertising is the most economical and most efficient part of the selling process and if it were to be discontinued we would have to slip back to a much slower pace with a far smaller volume of goods to divide among us.

Without this modern high-speed marketing machinery Ford, Chevrolet, and Chrysler automobiles would cost much more because fewer would be made. The same is true of fountain pens, radio sets, and frozen foods, all of which owe their wide distribution to advertising. Thus advertising, with all its helpful information, costs the consumer nothing, and brings many articles within reach of the common man's purse.

Advertising has also put identifying trademarks on food, clothing, and nearly everything else you buy, standardizing the product of each advertiser. If you like a certain brand you buy it again, and if you don't like it you avoid it—the trade-mark tells the tale and advertising put the trade-mark on the goods. If you want to know what you're getting you buy a well-advertised product made by a manufacturer in whom you have confidence.

Because there is so much advertising in this country, we are the best-informed people in the world on what there is to buy and where to buy it. Because advertising is an economical salesman, we can buy things cheaper and the country is more prosperous. Because advertising identifies products, we can buy with greater confidence in their quality.

Advertising is one of our greatest helpers in the important problem of getting more for our money.

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Advertising Federation of America

Interest Shown

in new Silver Kings.

CHICAGO.—Attracting particular attention and causing considerable favorable comment among operators and jobbers alike, the reception of two new Silver King vendors, displayed in Booth 70 at the NACOMM Show in Chicago last month has paved the way for preparations for a banner year in new and repeat business, according to report of officials of Automat Games, makers of the line of Silver Kings.

This was the first Coin Machine Show appearance of fast-growing, progressive Automat Games which reports it has enjoyed loyal support of jobbers and operators because of "fair dealing and moderately-priced quality merchandise." The all-chrome Silver Kings, the array of pastel-colored porcelain and the new Factory Kings and Silver Charms were said to have been particularly noteworthy. ●

* * *

Teacher (in geography class): "Can anyone tell me where Pittsburgh is?"

Small voice in rear: "Please, ma'am, they're playing in Chicago."

THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill for 1c Novelty Machines, packed by:

M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.

3311 Ross Avenue, Dallas — **6770 Olive Blvd., St. Louis**
3141 Nicollet Ave., Minneapolis — **1378 Memorial Dr., Atlanta**

Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500	Texas Operators	$10.00
298	California Operators	2.00
154	Tennessee Operators	1.00
92	Louisiana Operators	1.00
108	Oklahoma Operators	1.00
112	Florida Operators	1.00
185	Mississippi Operators	1.25
102	Georgia Operators	1.00
171	Arkansas Operators	1.25
273	Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292	Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130	Kentucky Operators	1.00
200	Missouri Operators	2.00

The above States total 3,617 names. This entire list may be had for $17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave. Chicago, Ill.

Modern Merchandising

New Bulk Vendor

readied by Pittsburgh firm.

PITTSBURGH, Pa.—Said to be entirely new and different, a bulk penny vending machine, a three-compartment merchandiser originally designed two years ago by Earl H. Lohmuller, who designed and manufactured the first rotary Four-in-One vendor, is scheduled to be offered to the trade in the near future by the Penny King Co., located here.

Originally planned for his own manufacture, because of other business interest Lohmuller did not complete the device, and plans, castings and interests in the machine were sold by him to L. O. Hardman, owner of Penny King Co., which operates over 1000 bulk vendors and is the largest firm using compartment vendors in Western Pennsylvania.

Cabinet of the new machine is from a sand casting and is constructed, according to report, entirely of high grade aluminum. The mechanism is die-cast with a chromium finish. Standing 12 inches wide and 13 inches high, the entire machine weighs only 12 pounds. Each compartment is said to hold from three to four pounds of merchandise, and all types of merchandise — pistachios, peanuts, ball gum, candy and charms—may be vended.

Price is said to be one interesting feature of the new merchandiser, in that it will make available a three-compartment machine at very little over the cost of a single unit vendor. Lohmuller's mechanism design, too, is said to do away with at least 90% of the work required on previous equipment. Production of the device is scheduled to be started within the coming month. ●

References Mean Preferences

or, How To Get New Locations

as discovered by the Editor of the ROWE-GRAM.

Do you remember when you first started your operation? Do you recall how you picked out a few busy streets and went from restaurant to restaurant, and tavern to tavern, and by means of "Cold Canvass," secured enough locations to start your enterprise?

Have you ever gotten away from the habit of "Cold Canvass?" It is the only way to begin business, but after that business has been established, there are better ways to continue. One of the best, and one which is used by salesmen in many different lines, is often spoken of as the "Referred Lead" method.

"Referred Leads" are just about what the name connotes. For example: If you have been doing business with Bill Jones for the last year, is it not reasonable to presume that Bill endorses your machine and service? Why not ask Bill for a "Referred Lead" to one of his friends? Of course if you put the question that way, Bill probably will tell you that he doesn't know anybody who wants the sort of equipment you're operating. But how about doing it in this manner?

Choose the name of somebody in Bill's line of business, whose location is not far from Bill's place, but who is sufficiently removed not to be a competitor. If you ask Bill if he knows the other chap, he most likely will say yes, and he will say it enthusiastically, for most of us, when we are asked if we know someone whom we think we should know, will answer with exaggerated affirmation. Remind Bill that he has used your machine for a long time. Point out to him that he must find it advantageous (for instance) to sell cigarettes through a machine; otherwise, he would have had the machine removed. Now, if Bill has a good thing, isn't it natural that his friend would like to hear about it, and possibly obtain the same for himself? Ask Bill to give you a note to this chap up the street. Tell Bill to mention the fact that he has used your machine for a long time, that he has discovered many benefits in so doing, and that he believes the other fellow will be interested in listening to your proposition.

If Bill does this for you, you are assured of an interview, for obviously, the chap up the street will listen to you with much more interest when he reads Bill's card, than he ever would if you walked in without this introduction.

Many times, Bill will decline to help you. Some people are super-sensitive on the subject of references. If you find your customer reticent, don't press the issue; instead, change the subject.

Oppositely, many times your location owner will go out of his way to assist you. It is not uncommon for a customer to telephone a friend to announce that you are going to call, and frequently, a sale is made for you right over the phone.

The only way to determine how far your customer will go to help you, is to ask him, then govern yourself in accordance with his reaction.

When suggesting that a location owner give you a "Referred Lead," ask for only one and do not ask too frequently; otherwise, your customer will regard you as a pest. Evidence your appreciation with some appropriate gift, and always tell the reference giver the result of your interview. He will take personal pride in your success, and by informing him of it, you will inspire him to give you more "Referred Leads," many of which will be of his own offering.

A really keen and tactful salesman can overcome the "pest angle" with a little care, and in a bit of super-salesmanship, secure great quantities of leads from any one cooperative location owner. The scheme must be used very adroitly, of course, and an example of its use is one of the best stories of super-salesmanship we've ever heard. It is told by the vice-president of a two billion dollar financial institution, and it is passed on because it may and should be considered more than an amusing anecdote, and in the serious belief that, with modifications, the sales procedure is applicable to the cigarette vending machine business, or to the operation of

MASTER No. 77
Two Machines In One
Penny — Nickel

We spent our time and money . . . to SAVE YOU TIME and to MAKE YOU MONEY!

Neither time nor expense have been spared in twenty years of developing The MASTER Merchandiser No. 77 to make it the most consistent dollar-for-dollar-return merchandiser on the market today. And 10 years from today your investment in MASTERS will still be producing solid, secure earnings.
See your nearest distributor for further details, or write us at the factory. On the Pacific Coast, see:

M. BRODIE
2182 Pacific Ave., Long Beach

VIKING SPECIALTY CO.
530 Golden Gate Ave., San Francisco

MILLS-VIKING CO.
1403 W. Washington, Los Angeles

The Norris Mfg. Co.
Columbus Ohio

almost any other type of equipment.

For obvious reasons, the identity of the story-teller will not be disclosed; he shall be referred to simply as, "Mr. Wilson."

A number of years ago, when Mr. Wilson was manager of his company's Minneapolis office, a young man sold him a set of fine books. Shortly after the books were delivered, the salesman called on Mr. Wilson to ask if he were pleased with the merchandise. When Mr. Wilson answered affirmatively, the young salesman asked Mr. Wilson to refer him to the assistant manager. Well satisfied with the purchase, and favorably impressed with the salesman, Mr. Wilson gave him a card of introduction.

The next day, the salesman returned. He informed Mr. Wilson that he had sold the assistant manager, and he expressed his appreciation. Mr. Wilson was pleased, and when the salesman asked for another lead, Mr. Wilson readily supplied it.

Again, after a brief interval, the salesman returned, announced that he had sold the prospect, thanked Mr. Wilson, and requested another lead. Again Mr. Wilson obliged.

This continued for a week, and finally, as you would expect, Mr. Wilson began to tire of the arrangement. At the last request, Mr. Wilson politely told the young salesman that he had given him a half-dozen leads already, and that he thought he had done enough good deeds for one week.

The salesman agreed with him, thanked him profusely, and as he was about to leave, declared, "Mr. Wilson, you have been my second-best reference."

Mr. Wilson smiled, and the salesman continued, "Only Mr. Jones has given me more leads."

Mr. Wilson almost jumped out of his chair. "Jones?" he shouted. "Do you mean Jones, the manager of our competitor's office, across the street?"

"Yes," the salesman sweetly replied, "Mr. Jones has given me three more leads than you have."

Mr. Wilson snorted. "Jones—why that idiot can't do anything I can't do. Wait a moment." And with that he picked up the telephone and called a half-dozen people, referring the salesman and his books to them. When he finished, he snorted again, "There's nothing that Jones can do that I can't do."

The salesman shook hands with Mr. Wilson, thanked him, and told him that he was now the champion reference-giver.

About a month later, the salesman again called on Mr. Wilson, and after the usual amenities, told him, "I should have come about a week ago."

"Why?" inquired Mr. Wilson.

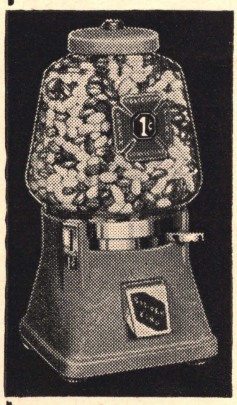
The salesman answered solemnly, "Jones is again in the lead!"

"What!" Mr. Wilson shrieked. "Didn't I tell you that guy can do nothing that I can't do?" And with that he picked up the telephone and called more friends.

This went on for quite some time, and finally, as Mr. Wilson concludes the story, the young salesman retired on the commissions he earned through the competitive efforts of Messrs. Wilson and Jones.

In a modified way, this principle can well be applied to the job of placing machines. A contest tactfully conducted among several of your close friends might be worth dollars and cents to you. ●

THE ONE
THRIFTY
BUY AT BOTH SHOWS
TEN "SILVER KINGS"
$55.00 F.O.B. Factory



Insist on the genuine "Silver Kings" —don't buy until you learn all about the two new models.

"SILVER CHARM" and "FACTORY KING"

See them at the Show
Special Introductory Deal
1 "SILVER KING"
10 LBS. CANDY
1 GROSS CHARMS
$8.45
Order now—before you forget
AUTOMAT GAMES
2425 Fullerton Ave., Chicago, Ill.

Victor Vending Scores Again With
- CHALLENGER -

• When in Chicago during the Coin Machine Convention do not fail to visit our factory where you will see on display our new "CHALLENGER" bulk merchandiser. This vendor challenges all machines regardless of their price, yet "Challenger" is priced extremely low.

"CHALLENGER" without question is the greatest value offered today! "Challenger" offers you class, quality, performance at low cost. Mr. Operator, Mr. Jobber, if you are interested in the best in bulk merchandisers, do not fail to see CHALLENGER.

ON DISPLAY AT OUR FACTORY (PRIVATE SHOWING)

VICTOR VENDING CORP.
4203 Fullerton Avenue Chicago

With Southern California Coinmen

Armistice Day, Thanksgiving Day, the Notre Dame-U.S.C. game and the approach of the Christmas holidays somehow managed to push this column out of place so there's quite a summary of news of the old year to clean up before proceeding to new business.

B. O. Teasdale, Wurlitzer distributor, has moved into the space formerly occupied by O. K. Music Co., at 5957 South Hoover Boulevard in Los Angeles, where he'll be happy to see all his old friends and acquaintances.

Irving Bromberg opened fine new quarters at 935 Venice Boulevard, middle of December. Space is provided for a combined lobby and display room of brand new equipment, a section just behind it for older used equipment, and back of that a commodious shop. At the left, on entering, is Bromberg's private office; back of that separate rooms for storage of parts and supplies, and for new equipment as it comes in. Congratulations and best wishes are offered both Teasdale and Bromberg.

Harry Kaplan of Southwestern Vending Machine Co., which firm moved recently into larger quarters, reports considerable satisfaction with the enlarged business volume he is now able to do —and is doing.

Jean Minthorne, not long back from a quick trip to the Arizona office of E. T. Mape Music Co., which he manages in conjunction with the Los Angeles branch, reports a consistent interest in Seeburg Symphonolas. Among buyers of new machines reported as a result of his visit, were Carroll Ward of Phoenix; Stanley Tracy, Kingman; R. S. Anderson, Tucson; Thornton Lorang, Yuma. Buyers through the Los Angeles office have included G. F. Cooper, Riverside; Fred Trevillian, Santa Barbara; C. D. Mason, Redlands; Milton Noriega, Colton; George W. Culver, Calexico; George Buckman, San Diego. Minthorne also reports that Jim Alle, Los Angeles musicman, recently bought his two hundredth Seeburg.

Recent acquisitions not all of them Christmas presents: Jim Boyd, a new De-Soto sedan; H. A. Grobe, a new Ford sedan; Jimmy Engleman, a new Dodge coupe; E. A. Hopkinson, a new tonsilectomy (to you, he had his tonsils extracted); Mark Hopkinson, a baby girl; Dave Gensberg of Chicago's Genco, Inc., some fine Southern California sunshine.

Travelers: Bill Nathanson, just back from an excursion to Mexico City in company with Music Operator Frank Navarro, headed immediately for Chicago and the NACOMM Show from which he returned with the Rock-Ola phonograph distributorship for Southern California. C. A. Blake, now representative for Arthur H. DuGrenier Corp. of New York, NACOMM Show. E. C. McNeill, head of McNeill Sales Co. (National Vendors), to NACOMM Show and main office in St. Louis. W. E. Simmons, California district manager for the Wurlitzer-makers, to Mexico City with his wife on official business for his firm; the Simmonses spent Christmas day in the southern city.

Visitors: Spotted around jobbing establishments during the last weeks of 1938 were R. E. McKimmey, Phoenix; Floyd Knudsen, Fresno; A. J. Fox and both Wolf brothers, San Diego; Alvin Ostergard, Escondido; Jake Arnoldus, Caliente, Nevada.

Paul Laymon has almost given up his first love, golf, in favor of ice skating and it is reported that he is now giving exhibitions of "sliding around on all ends" every afternoon from 2 to 5 at Pan-Pacific's rink. Tom Wall of Troy Sales joined him once but gave up in disgust.

Show Surprise

promised by Gottlieb.

CHICAGO.—"Our promise of a history-making surprise at the Show last January has more than been fulfilled," declares Dave Gottlieb, president of D. Gottlieb & Co., recalling the line of Grip machines, introduced in 1938, whose record has been "sensational." He believes every prediction made about them was justified, since they are now in their twelfth month of steady production and continuous advertising. He states their introduction came about because an extensive, country-wide survey showed enormous possibilities, and that the tens of thousands of these machines sold during the year prove them to be a staple in the industry.

"This year," he continues, "we are preparing another revolutionary surprise which will be revealed at the January Show to be held at the Sherman Hotel."

Gottlieb reports that manufacturers are making "more extensive preparations than ever before" for the January Show, with indications that it will be the "most complete ever held." ●

Some of the plainest of crooks want the fanciest of prices.

TOPPER

TOPS THEM ALL

For Beauty, Quality Performance and PRICE

TOPPER Is Unquestionably The Most Practical Bulk Merchandise Vender Ever Built

16 New Outstanding Features

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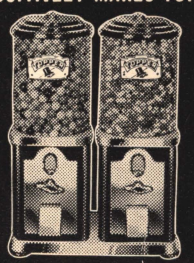


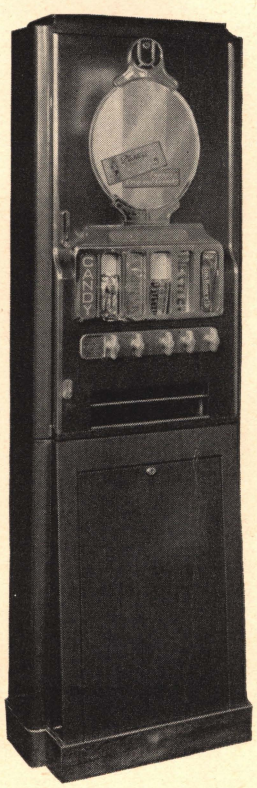
★ Vends Everything—
★ Charms
★ Ball Gum
★ Peanuts
★ Candies
★ Pistachios

Capacity: 5 lbs. Mdse.—900 Balls of Gum

TOPPER Goes To Town
World's Fastest Selling Vendor

Reliable Vending Machine Co.

452 Venice Blvd., Los Angeles, Cal.



Operators to whom we have sold this equipment have found that "The Profit Is As Sweet As the Candy."

IN THE *MONEY!*

It's *smart* to make money—if you can! Here's the best way we know. Take one U-NEED-A MERCHANDISER. Load it. Install it in the very best location on your list. Be sure the location has your phone number so he can reach you when more bars need to go in. At the end of a week count up your receipts. It's our hunch that you'll be back then to see us about more machines.

The U-NEED-A MERCHANDISER

- **Sells *any* five-cent bar—no special vending size required. . . .**
- **By comparison with other merchandising equipment, you will find far more demand for and more profit in this machine. Locations are waiting for it . . . and it will lend itself to the finest locations—theatres, lobbies, public buildings, schools, hotels, restaurants, every type of industrial plant. . . .**
- **Is large enough to sell five popular brands. . .**
- **Is compact enough to be attractive and easy to service. . . .**
- **Is equipped with the same foolproof slug ejector as U-Need-A-Pak cigarette merchandisers. . . .**

CASH IN—Be Next—Ask us for Prices and Full Information!

MILLS-VIKING CO.

PRospect 0564

1403 W. Washington Blvd. Los Angeles

News from the Heart of America

By B. K. ANDERSON

KANSAS CITY, Mo.—Christmas, a new year and coin machine shows are in the air. Some are past, some are present and some are in the future. All in all they make a very pretty picture, a picture that might best be described by the old Christmas prayer—"Peace and Good Will," a full larder, a confident expectancy of tomorrow.

Taking first, "The Past" . . .

1938 has been a good year for Heart of America operators, jobbers and distributors as well as manufacturers. It has seen a mild revolution in the type of equipment operated, sold and manufactured. It has been the year of greatest expansion of local coin machine interests in all its annals. It's hard to sit back and realize just how much progress has been made in the Kansas City area in the past few months. To mention a few:

Johnnie Johns left his offices on the west banks of the Kaw and came over to Missouri and organized the A-One Cigarette Vending Co. Not content with being the largest operator of cigarette vendors, locally, he branched out also into the music box operating and distributing field.

Carl Hoelzel hardly settled in his new building before he also announced a new enterprise and quickly became one of the foremost music operators in this vicinity. But he hasn't let music take much of his time; he found a good man that knew that game and put him in charge. Then he branched out into the quantity bulk vending field.

Messrs. Mason and Crummett, co-owners and directors of Central Distributing Co. and top-flight operators and distributors of music, found themselves cramped for space early in 1938. So they solved it by taking additional offices in the building in which they are located.

And about this time a new voice was heard, that of Frank Schrogl. The name "Schrogl" wasn't new to business in the Kansas City area; it wasn't even new to coin machine ranks. Besides being for many years director of a chain of grocery stores Frank had also retained his connection with coin machines as an operator. But his Western Distributing Co. was new, and in more ways than one.

But interesting and important as these instances of expansion and quick success have been, there's another that tops the list. We are referring to the Universal Mfg. Co. and its guiding genius, Joseph Berkowitz. It's true that Universal was manufacturing and selling jar games earlier than 1938. But it isn't true that their business and floor space even remotely approached what it is today. No list of the leading manufacturers in this category could be complete without Universal's name somewhere near the top. And Kansas City operators are proud of the rapid strides made by this home town firm in the past year.

To sum up, we would say that 1938 has been the most important year in all the history of Heart of America coin machine interests.

Never have coinmen felt surer that there is a real future in their business, that they can buy and expand with confidence as proof bears out. A little over a year ago they were frightened of their own shadows, hardly buying even a counter game. There were rumors about which said that the Show would bring forth machines that would revolutionize the industry—make worthless machines then on location. What a flop that rumor proved to be. Today you couldn't frighten them with such stories even if you had pictures to back you up.

There is one thought that sums it up. The local coin machine industry has put on long pants and intends to wear them from here on out. But enough for the past. Glorious as it was, we must look to today and tomorrow.

Of course, the Holidays stretch themselves well into the New Year. This has caused an additional conflict this year in that it is also the period between two shows for the industry. The Kansas City delegation to the first Show included such well known names as Carl Hoelzel, Frank Schrogl, John Johns, R. F. Mason and T. C. Crummett. All of this group questioned reported that they are also attending the January Show. Most of them also said that they liked the idea of only one show better. In fact, several of them told us that if there are two shows next year they will attend only the one in January.

Announcements via various media by Wurlitzer to the effect that they aren't going to revolutionize the phonograph field has had a very evident effect on local music operators. Central Distributing Co.'s display and stock room is full of unopened music boxes which means that the machines are still in transit from manufacturer to operator without so much as a peek-in.

At United Amusement Co. there are great gaps in the long lines of machines that parade from the front door back to the shop rooms. Very little used equipment is in evidence, and according to Carl Hoelzel, there is an actual shortage at present in used machines on the market. In his office blue-prints are spread over the desk. Another expansion of his new building is getting under way. Six thousand feet of floor space on two levels are being added.

The picture has changed considerably at Western Distributing Co. since this firm opened several months ago under Frank Schrogl's capable direction. In the first place even more beauty has been added in the form of new personnel. This improvement is Miss Louena Parker, who serves Schrogl as secretary. According to reports, Miss Parker will be a strong contender if and when local operators conduct their annual popularity contest. Also changed at Western is the interior arrangement. Formerly the display room was divided into sections, set apart by screens, for different types of equipment. These screens have been removed and all equipment is now visible from any point in the building, which adds considerably to the display.

But to get on with our story about Schrogl . . . He came back from the December Show with a very nice little Christmas present. He announces that Mills have made him sole and exclusive

STEADY MONEY MAKER
2 in 1 VENDOR
NEW LOW PRICE Any Quantity. $12.50 EACH
See Us at Booth 107
Sherman Hotel Show!
D. ROBBINS & CO., MFRS.
1141 DeKALB AVENUE, BROOKLYN, N. Y.

SUPREME BRASS CHECKS
are Highest Quality-Priced Right

for PIN GAMES

GOOD FOR AMUSEMENT ONLY

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO.
333 N. Michigan Ave., Chicago, Ill.

No Cash Value
Solid or with Holes

Zeigler Insurance Agency, Inc.

Buying a New Car or Service Truck, Mr. Operator?

Here's a timely tip . . . before you buy a car—new or late model used — investigate our finance plan which gives you lowest financing cost, small monthly payments, establishes bank credit, and allows you to transfer present automobile insurance to your new car without loss. Let us tell you about it without obligation to you. Call or write

ZEIGLER INSURANCE AGENCY, INC. 417 South Hill Street, Los Angeles

Michigan 0961

distributor for Western Missouri and Kansas. The company formerly had five field men in this territory. He announces immediate plans to expand his music department and place it under the direction of a separate head who has not, at present, been chosen.

As we said in the beginning, our picture won't be complete without one little peek into the future. We know that with all of the expansion that is taking place at present local coin machine men expect business to go on as it has in the past few months, which means that quality merchandise of a stable nature is more than gaining in popularity. Operators today are inclined more to take good income than to shoot the old "all or nothing" shot. Which all adds up to a very healthy outlook for 1939. ●

Burt Stresses

principles needed in machine manufacture.

CHICAGO.—For the last six months or so, comments H. F. Burt of Automat Games, all we have been hearing is "More Sales Mean More Jobs." That, no doubt, is basically true, and yet we can't help but feel that in order to make more sales we should give our customers some very good reasons for buying. From the automobile show held recently in Chicago, Burt thinks, there is much to be learned.

The automobile industry was faced with the "sales problem" just as the coin machine manufacturers are at present. To them it was obvious that to sell more automobiles would mean larger working forces and consequently larger profits for the manufacturer. This, however, though it was a fact, was not the solution. Their problem was to make their product more saleable.

By that same token it is also important that the vending machine manufacturer does his utmost to produce a machine that is more desirable than that of his competitors. This observation is so elementary that it seems almost unnecessary to mention, and yet it may be because of its simplicity that it is most likely to be overlooked.

Regarding the question of producing better machines, it is Burt's belief, and he believes it to be rightly so, that the ultimate goal of any vending machine manufacturer should be a perfect machine. Price, no doubt, is an important factor, but it is not price that governs the intelligent operator's buying. Rather, the operator is interested in the eye-appeal, adaptability of machine for varied locations, the sturdiness of its structure and its fool-proof mechanism, etc. Color, Burt points out, is by no means secondary in the designing. Modern styling can be brought out best by using well selected colors and color combinations.

The success that Automat Games has enjoyed, Burt concludes, substantiates the principles upon which this company operates. The better vending machine manufacturers all over the country, he notes with interest, are operating upon these principles, and when the Show comes to Chicago it will be the greatest assemblage of fine products ever witnessed. ●

●

Striking in contrast are these two bathing suits — and their wearers—as they appeared originally in "The Northwesterner." Which would you prefer? Unless you're an outright sentimentalist, mourning for the "good old days," you'll take the one at the left. So will the public. And there's just as much contrast between old and new vending machines. Remember that the public likes things smart and up-to-date. For bigger profits, replace your obsolete and unsightly vendors, your music machines, all your equipment, with devices that are streamlined, clean-cut and fresh looking. You'll find it well worth while.

●

"I went fishing today."
"Have any luck?"
"Sure, very good luck,"
"What did you use for bait?"
"Chewing tobacco."
"Chewing tobacco? Never heard of such bait. How did you use it?"
"Well, you just put it on the hook. The fish comes up and gets it and goes away. Then when he comes up to spit, you hit him over the head with the pole."

PROFITS ROLL IN
operating
WORLD'S FINEST VENDORS

Hundreds now coining money with "Silver Kings." Vend anything—candy, nuts, gum, etc. You simply service the machines and collect the profits. Scores of locations all around you now ripe for one or more of these amazing money-makers. Small investment puts you on the road to financial independence in a delightful business of your own. Unbeatable for big, steady, EXTRA income as a side line or part time. Everything furnished for a quick start. Write for all facts TODAY!

AUTOMAT GAMES
2425 W. Fullerton Ave., Chicago, Ill.

FOR BULK VENDING MACHINES

HARD SHELL
Boston Baked Beans
Smooth Burnt Peanuts
Fruit Dibs
Black & White Licorice Dibs
Rainbow Peanuts
Dainty Cup Eggs
Licorice Petites
Mint Patties

CANDIES

WINTER ITEMS
Chocolate Raisins
Chocolate Spanish Peanuts
Jelly Beans
Cocoanut Cream Cubes
Chocolate Virginia Peanuts
Chocolate Wee-Bits (Mixture)
Mint Perfections
Assorted Fairy Hearts

Be sure and see our candy display at the CMMA Show
BOOTH NO. 57

WRITE FOR OUR PRICE LIST

PAN CONFECTION FACTORY
NATIONAL CANDY CO. INC.
343 WEST ERIE, CHICAGO

Berkemeyer's Service

permits economy, builds good will.

SAN LUIS OBISPO, Calif.—Give the average operator three people (counting himself) to service equipment, and what will he do? In most instances he'll divide the territory into thirds, take a route for himself and give one each to the two others. Not so Charlie Berkemeyer, who operates a hundred Wurlitzer phonographs, a hundred National cigarette vendors, and a few amusement tables. His method is a bit different, and telling it may supply a tip that will prove helpful to other coinmen.

Berkemeyer manages with ease to visit each of his more-than-a-hundred locations once a week on a regular service and collection call. He drives a sedan into the back of which is built a cabinet for records and a storage place for cigarettes. He loads up, climbs into the driver's seat, and in from the other side climbs his wife, Mrs. Lucille Berkemeyer, who specializes in records, and a helper, a young man of 22 or 23. Then they're off.

At the first—or at any—stop, all three get out and enter the location in force. Berkemeyer carries his cash bag and his receipt books, his wife has a portable typewriter, the serviceman a supply of cloths, tools, and an oil can. They get to work at once.

Berkemeyer goes first to the phonograph and removes the cashbox. He goes directly to the location owner and begins to make his check. That done he gets the cashbox from the cigarette machine and divides the income in the agreed proportions. During the course of the business he has the usual and advisable opportunity of conversing with the proprietors and keeping and building good will for his operation.

Meanwhile Mrs. Berkemeyer goes to the waiters or waitresses and checks on records that have been requested by patrons during the preceding week. From that she knows what new numbers need to go on the machine, which ones should be removed, and at once she starts typing the title strips so that they are all uniform and attractive.

The third member of the expedition isn't idle. He starts right in at polishing the phonograph, takes the back off and oils the instrument thoroughly and carefully and makes any necessary adjustments. That done he goes at once to the cigarette machine and repeats the procedure. So often operators are pressed for time that they neglect oiling from one week to the next and then wonder, six months later, why the equipment has burned out. No such thing happens on the Berkemeyer route; machines last longer, look better, and are freer from the need for between-call visits for service or trouble-shooting.

Whereas the average operator is apt to spend a half-hour, more or less, chatting with the proprietor before he starts work on his equipment, and then spends another fifteen minutes to a half-hour in servicing, the Berkemeyers have moved swiftly and efficiently. In ten or fifteen minutes all three of them are finished with their allotted jobs and on their way to the next call. Thus is effected a saving in time that mounts up considerably during a year's course, a saving in gasoline as a result of using only one car, and the location owner is impressed with the efficiency of the organization.

Not only that, but Berkemeyer has built up such a reputation for this sort of service that, coupled with his and his wife's charm and pleasantness, he is able to give the location a lower commission than any operator within a wide radius and still keep the owner satisfied. Just try to get one of his locations away from him! ●

* * *

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* * *

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The Lady: "Really? Well, how are you doing?"

The Gent: "Pretty good, honey. I see you double already."

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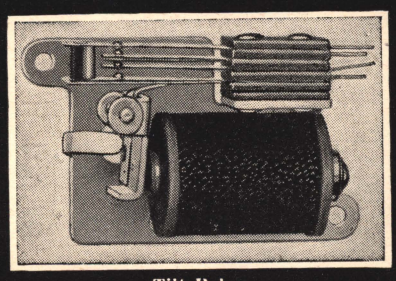

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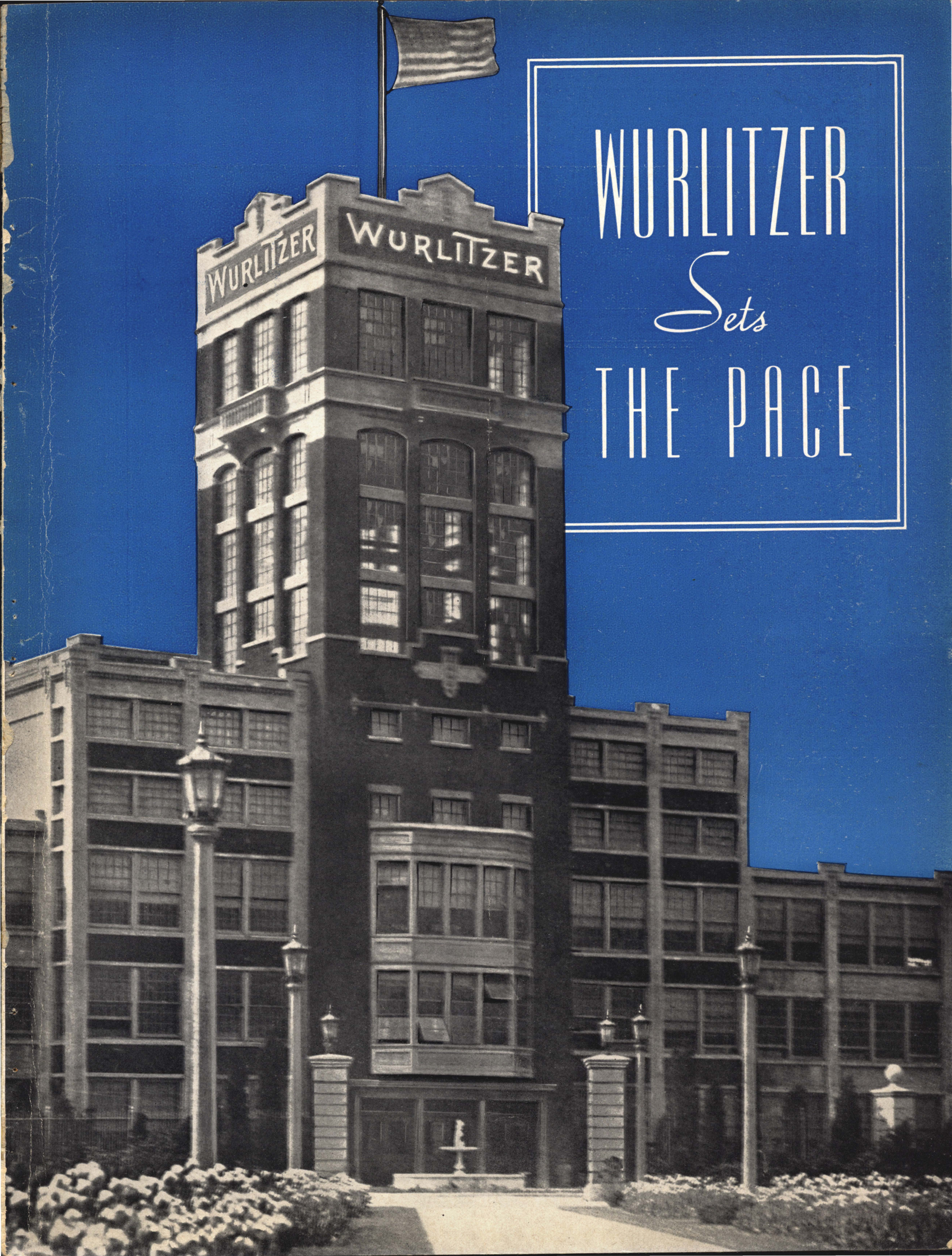
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Another PACE-SETTING WURLITZER Phonograph

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AUTOMATIC PHONOGRAPHS

Under Wurlitzer's Factory Trade-In Plan

PRINTED IN U.S.A.

Automatic Music

Musicmen—BEWARE!

In the adjacent column there is reported from an authoritative source the outline of a plan whereby (1) operators of automatic phonographs will get records free of charge; (2) record manufacturers will, despite this fact, maintain about the same dollar volume; (3) people with something to sell will be permitted (for a fee) a 25-word advertising plug incorporated in the records on several hundred thousand phonographs, will, supposedly, increase sales of whatever product they're advertising; and (4) the plan's developer supposedly will find his pockets growing heavy with the weight of much wealth.

The creator of the scheme, one John B. Griffith, who first announced his idea last spring, is alleged to have signed up on a contract calling for use of his records some 246,000 of the country's 300,000 automatic phonographs. The REVIEW respectfully doubts that claim, judging Griffith's figures to be an estimate based on his success in "interesting" operators in a few trial calls within a limited area.

Other plans whereby outside individual interests would become parasites on the coin machine industry have been proposed before, and have fallen by the wayside, just as, perhaps, this one will without any concerted drive against it. The REVIEW will not willingly make a mountain out of a molehill—and the scheme looks like the latter at the present time—but on the strength of Griffith's declaration, and in the interests of preparedness to prevent further growth and spread of this detrimental thing, a word of warning is in order.

On the face of it, the idea sounds wonderfully beneficial to the operators. Think of it—free records! But any man who thinks knows that nothing is free but the air, and sometimes even that is charged. In one way or another, operators will pay. The biggest way in which they will pay will be in their loss of revenue.

Radio, it is pointed out, has found a successful and profitable use for advertising. It pays the cost of entertaining programs, it pays salaries, research, cost of equipment, operating overhead. For automatic phonographs it will do no such thing. It will provide only a certain number (depending on how many clients Griffith can land) of cost-free records. And what will happen when they are used?

The average radio owner has paid something like $50 for his receiving set. He keeps it for five years or longer, bringing the cost down to $10 a year or less. He'll have it on for perhaps 30 hours a week, at a cost of a little less than 7/10 of a cent an hour. Under that condition he doesn't mind advertising—and he can always shut his ears, or shut off the instrument. So what's the difference between radio and automatic phonographs?

A lot of difference in cost. A man who puts a nickel into a phonograph does so willingly, because he wants to dance to a certain tune, or to hear a given number at a given time. Does he want advertising? He does not! He's paying strictly for entertainment, and knows that for what he pays he's entitled to it and cannot reasonably be forced to take something else he doesn't want. He'll be curious the first time he hears an advertising plug stuck in at the start of his favorite song, or interrupting the middle of it, or following its close. But the number won't be his favorite after that. He'll not play it again, and if he finds advertising on another record or two he'll decide automatic phonographs aren't very entertaining any longer. Who loses, then?

Not Griffith, certainly—he'll get rich. Not the record manufacturers—at least not the one making Griffith's records for him. The advertiser perhaps? If the advertiser finds it unprofitable, he can discontinue

— TURN PAGE —

Phonographic Network

assertedly under way.

NEW YORK CITY.—Last spring, according to report, John B. Griffith's plans for his National Phonographic Network made news. The plan: Griffith would get record manufacturers to make records for him on consignment, and sell advertisers a 25-word plug on his records at a rate based on a guaranteed circulation of coin operated phonographs under contract to Griffith. Of the 300,000 machines in U. S. bars and grills, reports *Tide* magazine (Dec. 15), Griffith had some 200,000 signed up, the operators agreeing to keep track of how many times the advertisers' records were played, in return for getting the records free from Griffith. He also had a fat list of prospective sponsors in line.

First lacking, then, two months ago, gaining the approval of the American Federation of Musicians' Joe Weber, a current proviso requires that Griffith's records be used on coin machines exclusively. For the union head's about-face dopesters are said to waver between three explanations: 1) that Griffith may have quietly threatened to use English recordings for his project—a legal, if expensive, alternative; 2) that Weber might be planning to use Griffith's outfit as a hair-shirt to make the record manufacturers uncomfortable; 3) that Weber may have decided Griffith wasn't much of a threat to anybody.

In any event, *Tide* reports, the ink was hardly dry on Weber's two-line letter, when RCA-Victor quietly agreed to make four master records for submission to Griffith's hottest prospect, Carstairs Whiskey. The songs: "The Man Who Cares," and "Let's Have Harmony," which Carstairs is currently promoting heavily. Two of the records had the 25-word plug on them; the other two left it out. Early in December Carstairs decided against the plug; and Griffith now is trying to sell them on the plain recording.

For records of similar quality (so says *Tide*), operators ordinarily pay RCA-Victor 41c apiece; Griffith's they get free. And because he buys in quantity, Griffith pays something just under 41c, which leaves Victor with its dollar volume almost intact. For its 50,000 records with plugs, which would be circulated to the 245,563 machines Griffith allegedly has under contract, the advertiser will pay Griffith 22c a side, or $22,000.

Report is that Carstairs is currently lukewarm. First place, they think that's a lot of money for no commercial; second place, the songs have already been recorded and distributed by Brunswick.

To this, it is said, Griffith's answer is that the records are commercial enough without a spiel, that since his

VOCALION
Tops Your "Must" List!

BRUNSWICK
Every Artist an ARTIST!

VOCALION
Tops Your "Must" List!

machines are contracted exclusively for his commercial records, his coin machine circulation ought to be worth something to Carstairs. And there the matter currently rests.

Griffith, fresh from happy visits with the Distilled Spirits Institute and the Federal Alcoholic Administration, in Washington, says he has another big distiller on the string. His chief worry, he says, is another, lesser union tangle.

The tangle: the Music Publishers' Protective Association (MPPA), which licenses recording companies to use its copyrighted songs, has two rates: for records in commercial use, the recorder pays 2c a side royalty; for transcriptions, 25c a side. Right now, MPPA wants to charge Griffith the transcription rate, which would mean 50c out of Griffith's pocket for each record.

The Carstairs songs, written by independent Charlie Tobias who also did the score for Broadway's current smash "Hellzapoppin," aren't in the MPPA jurisdiction. What's more, says Griffith, the MPPA's rival, the Songwriter's Protective Association, which is anxious to license him at the record scale, has plenty of good songwriters under contract—not to speak of the Tin Pan Alley contingent, which turns out plenty of hits each year, and sells, says Griffith, to anyone who'll buy. ●

Jersey Musicmen
found association.

NEWARK.—With every music operator within the state of New Jersey being solicited for membership and no efforts being spared to induce every legitimate operator to enroll as a charter member, the new Automatic Music Association of New Jersey, Inc., may be said to have gotten off to a good start. If the present membership is any indication of future possibilities and the present leadership any criterion of standard-makers who will see the organization through its first trying months, the Association may already be judged a success.

It is pointed out, however, that mushroom growth is not desired. Le Roy Stein, appointed manager of the AMA of New Jersey, has been trained along evolutionary lines and declares he will bend his efforts to build slowly but solidly as he has already done with the Cigarette Merchandisers' Association, the typesetters group, and the Master Printers of New Jersey and Pennsylvania. It is the Association's aim to earn for its members more than they will be expected to pay for the organization's upkeep, and initiation fees and dues have been kept at a low level to encourage immediate affiliation of even the smallest operator.

Sol Kesselman was named counsel for the Association at the same time Stein's appointment was made, and Miss Sylvia Mack has been retained as clerk. This personnel is associated similarly with the Cigarette Association which will share office space with the musicmen's group in Suite 305, Military Park Building, 60 Park Place, Newark. Music operators wishing to reach the offices by phone may do so by calling Market 2-5795.

A special meeting of the AMA was held at the Stevens in Chicago in conjunction with the NACOMM Show, and following this a regular meeting was called for December 21 at Association headquarters when the manager's report and those of the counsel and the special meeting in Chicago were read, together with a summary of convention news. Other matters discussed at this session concerned the admission of new members, proposals for Association group advertising campaigns, and the creation of a central purchasing office.

Current plans call for the introduction at future meetings of speakers from both inside and outside the music field. Frank Hammond, manager of the Music Operators Association of Eastern Pennsylvania and New Jersey, already has been a guest of the new organization, stressing in his discussion the need for cooperation between the two groups; his plan for the practical application of such cooperation is being studied. ●

the deal immediately and stop his expense. In the long way it is the operator—YOU—who takes the loss. A boycott of phonographs is not an impossibility. That would mean serious to terrific loss of revenue. Investments in expensive music machines would be "gone with the wind"—and no way of getting it back. The good will phonographs have built up slowly and carefully over so many years would be shattered in an instant, and recovery would be painful if not impossible.

Before you sign up for any sort of a deal such as this, look in your mirror and ask yourself what it will cost and whether it is worth it. Consider your investment and your present return; visualize a loss of both. Then remember that in the last analysis it's the public that runs your business for you. If they don't buy your music, you don't eat. They'll go right on buying tunes, but they won't buy advertising!

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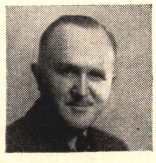

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The Ten-Year All-Americans

We asked music operators in New York City, in Philadelphia, Chicago, Kansas City, Houston, Seattle, Portland, San Francisco and Los Angeles. We asked such orchestra leaders as Ted Weems, Ted Fio Rito, Shep Fields, Henry King, Skinnay Ennis, Freddy Martin and Paul Pendarvis. We asked music critics and record reviewers of such publications as Esquire, Scribner's, Stage, Time, Down Beat, Variety, Hollywood Reporter and Radio Guide. We asked men in the same positions on the San Francisco Chronicle, the New York Tribune and the Chicago Tribune. We asked men connected with radio. We asked record manufacturers.

And we got lists of all sorts, indicating the opinions of those asked and naming the twenty-four best records of the last ten years—since the start of electrical recording. It was a highly interesting collection of artists and song titles. As might be expected a great many of the tunes got favorable mention under a variety of bands and singers. Some numbers had to be eliminated because the critics remembered the tunes and the artist's name, but not the fact that they were twelve-inchers. A notable example of this was Paul Whiteman's classic "When Day Is Done" which was entered on 53% of the lists.

It wasn't an easy task, we know, to sit down and remember the hits of ten years ago, and the intervening years, and separate them from the songs that are heard everywhere every day to the extent of making them seem most popular. Notwithstanding, some currently popular hits did creep in—Bing Crosby's "Sweet Leilani," Maxine Sullivan's "Loch Lomond" and Wayne King's "Josephine," for instance. To all those who contributed to this national cross-section of opinion, we give our thanks. We hope that they had fun remembering.

As might be expected, no one recording made all lists. Duke Ellington's "Mood Indigo" stood highest, though, and alone, with mention on two-thirds of the tabulations. Ellington, Ted Lewis, and Rudy Vallee each got two mentions apiece in the master list of twenty-four records. Tommy Dorsey scored three times, and Bing Crosby unquestionably scored honors by gaining five places out of twenty-four. The curious thing is that more Crosby recordings appeared in all, on the total listings, than a sizable group of other artists could boast. An even twenty Crosby songs were picked by those cooperating in the survey! Benny Goodman (his band, trio and quartette) was the closest runner-up for high honors in number of mentions. Although only one number, the trio version of "Body and Soul," made the final standing, Goodman had seventeen tunes mentioned. In all there were nearly three hundred song titles in the completed tabulation from which the master list of twenty-four was taken.

Some of the other tunes which stood high, but unfortunately not quite high enough to shove themselves in among the twenty-four, included Goodman's "King Porter Stomp" and "Bugle Call Rag;" Tommy Dorsey's "Dipsy Doodle" and "Pocketful of Dreams;" Bob Crosby's "Tea for Two;" Milt Herth's "Lambeth Walk;" Bing's "Blue Hawaii," "The One Rose" and "My Reverie;" Ellington's "Stormy Weather" and "Sophisticated Lady;" Paul Whiteman's "While a Cigarette Was Burning;" Ted Weems' "St. Louis Blues;" Chick Webb's "I'm Glad for Your Sake;" Eddie Duchin's "Smoke Gets in Your Eyes;" Ted Lewis' "I've Got a Woman Crazy for Me" and "Alexander's Ragtime Band;" Gene Austin's "My Blue Heaven;" Wayne King's "Stardust" and "The Waltz You Saved for Me;" Guy Lombardo's "Ten Pretty Girls" and "I Must See Annie Tonight;" Henry Busse's "Hot Lips;" Jan Garber's "Summer Souvenirs" and "All Ashore;" Dick Todd's "So Help Me;" Fats Waller's "Two Sleepy People;" and Artie Shaw's "Nightmare."

Rather curiously, it was a group of older numbers that stood highest on the total listing, discounting the artists that made the records. "Stardust" was named sixteen times, in five different recorded versions. "Night and Day" stood second with thirteen mentions involving four bands or singers. "St. Louis Blues" was named ten times, and four bands were called. "Stormy Weather" and "Body and Soul" stood equally high.

(Continued on Page —)

THE TWENTY-FOUR BEST RECORDS

—Based on the opinions of operators, of band leaders, collectors of records, and the record reviewers of daily newspapers, class and trade magazines and radio, and on data regarding sales, from the manufacturers of records. Here they are:

1. **Duke Ellington—MOOD INDIGO** - - 66%
   Brunswick 6682—Victor 24486
2. **Ted Lewis—SWEETHEART OF SIGMA CHI** - - - - - - - - - - - - - 53%
   Columbia 1296-D—Decca 1963
3. **Maxine Sullivan—LOCH LOMOND** - 53%
   Vocalion 3654
4. **Wayne King—JOSEPHINE** - - - - 53%
   Victor 25518
5. **Duke Ellington—SOLITUDE** - - - - 47%
   Brunswick 6987—Victor 24755
6. **Tommy Dorsey—NIGHT AND DAY** - 47%
   Victor 25657
7. **Bing Crosby—DANCING IN THE DARK** 47%
   Brunswick 6169
8. **Bing Crosby—MEXICALI ROSE** - - - 47%
   Decca 2001
9. **Ella Fitzgerald—A-TISKET A-TASKET** - 47%
   Decca 1840
10. **Tommy Dorsey—MARIE** - - - - - 47%
    Victor 25523
11. **Bing Crosby—I SURRENDER DEAR** - 40%
    Victor 25820
12. **Ted Lewis—WHEN MY BABY SMILES AT ME** - - - - - - - - - - - - 40%
    Columbia 922-D—Decca 2054
13. **Bing Crosby—THE LAST ROUNDUP** - 40%
    Brunswick 6663
14. **Ray Noble—BLUE DANUBE** - - - - 40%
    Victor 24806
15. **Clyde McCoy—SUGAR BLUES** - - - 40%
    Decca 381—Vocalion 2847
16. **Raymond Scott Quint.—TOY TRUMPET** 40%
    Brunswick 7993
17. **Bing Crosby—SWEET LEILANI** - - - 33%
    Decca 1175
18. **Jack Hylton—BOLERO (Ravel)** - - - 33%
    Victor 25533
19. **Benny Goodman Trio—BODY & SOUL** 33%
    Victor 25115
20. **Connie Boswell—MARTHA** - - - - 33%
    Decca 1600
21. **Ethel Waters—STORMY WEATHER** - 27%
    Brunswick 6564
22. **Rudy Vallee—TAVERN IN THE TOWN** 27%
    Victor 24721
23. **Rudy Vallee—ST. LOUIS BLUES** - - 27%
    Victor 22321
24. **Tommy Dorsey—STARDUST** - - - - 27%
    Victor 25090

Some of the other song titles that missed out, but that may bring back memories to you, were "Whispering," "Deep Night" (the Vallee number), "Always," "My Man," "The Man I Love," "Temptation," "Love for Sale," "I'll See You in My Dreams," "Lover Come Back to Me," "What Is This Thing Called Love," "Who," "Shine On, Harvest Moon," "Smoke Rings" and "Indian Love Call."

A number of semi-classical recordings and artists were named, too. Grace Moore, Nelson Eddy, John McCormack, Enrico Caruso and even Leopold Stokowski (he of the Philadelphia Symphony Orchestra) were named among the artists, indicating either that some of the critics like "good stuff" or perhaps that a few coin machine spots have found certain of these items profitable.

In any event the job is done for this time. It's been about ten years since electrical recording came into widespread use, and the time was ripe for such a selection. Thus, with pleasure, the COIN MACHINE REVIEW presents its list of the twenty-four "Ten-Year All-American Tunes."

It has been suggested that some operators may want to get the whole list (and for that reason labels and numbers are given) and use them all on a "road-show" basis, filling one machine with them, putting up a sign calling attention to the fact that the loading is the entire group of the twenty-four greatest popular songs, leaving them in one spot for a week and then moving the whole program, intact, to another spot. Certainly this plan would appear to be something new, and while no one knows just how it would go several opinions have been given that it would be a money-maker. The American public is quick to forget, and in the constant inflow of new music many of the songs listed have slipped out of sight and out of mind. The American public, though, is as sentimental as it is forgetful, and it isn't much to expect that a roadshowing of the program given here would win a good deal of approval, via the nickel-in-the-cashbox route. ●

Music Operators' Association, Inc. of Houston

President—WILLIAM PEACOCK; Vice-President FRED McCLURE; Treasurer—LESTER HEARN; Executive Secretary—W. A. NIEMACKL, 1105 Broadway, Houston, Texas.

By JOHN G. WRIGHT

The pre-Christmas business meeting of Music Operators' Association of Houston, held December 22, was marked by the initiation of five new members: J. H. Birdwell, C. O. Harrington, A. J. Fredricks, George Cunningham and A. H. Shannon. Shannon, formerly a jobber, was a charter associate member but now is an operator and has changed his membership accordingly. This was the largest number of new members to be received at a single meeting and makes the Association practically 100% in this district. Jack Armstrong, another prominent operator was admitted to membership at the preceding meeting.

Initiation fees were restored to $25 for each member, regardless of the number of machines operated. Three months ago the initiation charge was lowered to $10 for the benefit of smaller operators who wanted to join the Association. Monthly dues remain 12½ cents per month for each phonograph on location.

After a few routine reports had been heard and disposed of, the Association plunged into the all-important discussion of whether they should or should not become affiliated with the A. F. of L. through the I. B. E. W.

William Peacock, who had been selected by the M. O. A. of Houston to go to Chicago and get first hand information, made one of the most interesting and complete reports we have ever heard. He stated that he and Sam Ayo and Lester Hearn, who accompanied him, spent practically all of their time not in the Coin Machine Show but talking to different operators, labor union officials, and others, concerning the affiliation. Peacock had looked at the thing from all angles, and as we have said, his report was a masterpiece. Ayo and Hearn were also on the floor almost an hour each reporting their findings and answering questions from the members.

Almost everyone present gave his opinion. The majority were in favor of the plan; some were anxious to learn more about it; none expressed direct opposition. The three hour discussion ended by passing a motion made by F. S. Clancy that: "M. O. A. of H. go on record as tentatively favoring affiliation with the International Association of Phonograph Operators but that a positive vote be deferred until later."

The meeting set a new high attendance record for a closed business session. L. R. Gardener, in charge of A. M. I. operations in Houston was an invited guest. Gardener made a brief talk following his introduction, and was invited to come into the Association. ●

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460 West 34th Street

OKLAHOMA CITY, OKLA.
Hales-Mullaly, Incorporated
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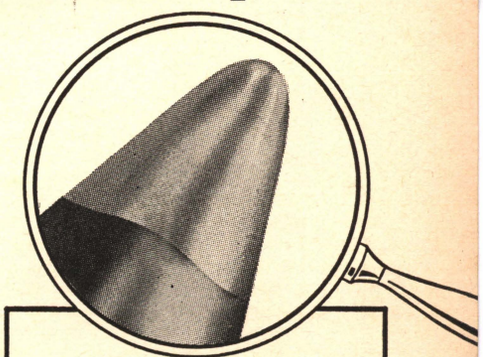

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- needle on the market today
- and has been for the past ten
- years.

And—Your Registration Entitles You to Enter the Permo Needle Contest!

500 Permo Point Needles Free to the Winners

All you have to do is write briefly in 25 words or less, "Why I Use PERMO POINT NEEDLES" and your entry will be judged for the awards as follows:

100 Needles	First Prize
50 Needles	Second Prize
25 Needles	3-10 inc.
15 Needles	11-25 inc.

The judges are ARTHUR J. OLSEN, Pres. of Permo and SHERMAN PATE, Sales Manager. Contest Closes January 30, 1939.

If you cannot attend the convention, just fill out the entry blank at the right, mail in to us, and you will receive your FREE PERMO MAGNIFIER by return mail. You can also attach your entry for the contest and it will be judged along with those received at the convention. All entries are the property of the Permo Products Corp., whose decision as to the awards will be final. In the event of ties, duplicate awards will be made.

REGISTRATION FOR FREE **PERMO** MAGNIFIER

FIRM NAME.....

STREET & NO..... CITY..... STATE.....

Number of instruments operating..... Makes

Our organization includes..... people..... Route Men

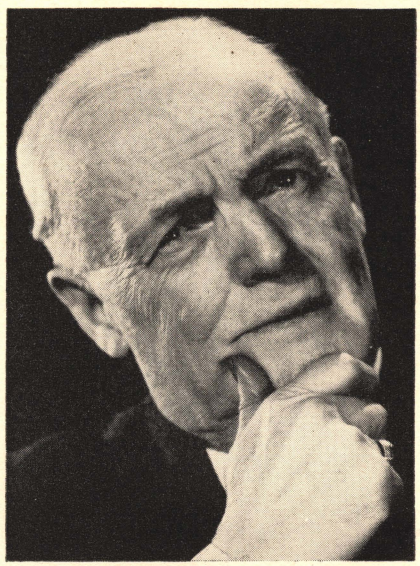
..... Service Men and we have been in the music business..... years. We are using approximately ..... Permo Point Needles annually.

- ☐ Capehart
- ☐ Gabel
- ☐ Mills
- ☐ Rock-Ola
- ☐ Seeburg
- ☐ Wurlitzer

Signed by.....

PERMO PRODUCTS CORPORATION

Manufacturing Metallurgists 6415 RAVENSWOOD AVE., CHICAGO, ILLINOIS



I'VE BEEN THINKING . . . This business of selling old machines for a few dollars—to have them sold right back into my territory—isn't so hot. And I've decided the smart thing to do is to have them destroyed completely. Old-timers were good in their day, but that's past. **I** don't want junk, **you** don't want junk, **nobody** wants junk, no matter how cheap. From now on I'm smart—I'm sticking with the

WURLITZER
REG. U.S. PAT OFF.

trade-in plan. . . . I'll have handsome new machines, no one will have my old unwanted junk, and we'll **all** have bigger phonograph income. If that's what you want, you'll join the parade, too. You can get the whole story by asking

The Rudolph Wurlitzer Co.

1025 North Highland Ave.
GRanite 4148
HOLLYWOOD, CALIF.

1268 Folsom St.
HE. 7694
SAN FRANCISCO, CALIF.

Address Changed

HOUSTON. (RC)—Operators and association officials who have occasion to address communications to the Music Operators' Association, Inc., of Houston, will save time by addressing their letters to W. A. Niemackl at 1105 Broadway, Houston, instead of to Herbert L. Heatly, whose name has appeared above the reports of Association meetings published in the REVIEW. Niemackl and Heatly share the duties of executive secretary, but the latter is frequently out of town, and mail for the Association itself will get quicker attention if addressed to Niemackl. It is reported that sometimes as many as twenty-five letters a month come in regarding Association business, with the address evidently secured from the REVIEW. ●

Network Gets Frown

CHICAGO.—Speaking at the Stevens Hotel at the time of NACOMM's Eleventh Annual Show, and on behalf of the entire automatic music industry, C. S. Darling, secretary of the body sponsoring the Show, declared that any movement to place advertising on records to be used in automatic phonographs seems doomed to failure. Darling asserted that both manufacturers and operators are against plans to create a "phonograph network," despite reports that such a project now is being promoted in New York. ●

BRUNSWICK
Every Artist an ARTIST!

Clinton Demonstrates

theory "hard work brings success."

CAMDEN, N. J.—Beginning when he left high school at 16, playing trumpet for a while, becoming an arranger of dance music on the advice of Ferde Grofe and remaining a semi-obscure arranger for four years, Larry Clinton demonstrates the old adage that nothing brings success like hard work, according to a recent press release issued by RCA.

After selling vacuum cleaners, building radios, working as a lifeguard and learning to fly—all in addition to his continued efforts to make a name for himself as an arranger—Clinton finally emerged victorious and began to turn out arrangements for such bands as Isham Jones', the Dorsey Brothers' and the Casa Loma aggregation. Working from eight to ten hours a day as arranger, he capped the stint off with such compositions as "The Dipsy Doodle," "Satan Takes a Holiday," "Design for Dancing," "A Study in Brown" and his famous transcription from "Martha."

Finally he organized his own orchestra and since has toured the country playing night club and theater engagements, college proms, NBC and MBS airshows, and is now sponsored by Quaker Oats.

His especial claim to fame, however, lies in his ingenious transcription of a phrase from Claude Debussy's "Reverie" as recorded on Victor records, and which has become the nation's best seller for 1938. Clinton is credited with arranging the orchestrations for more than a quarter of all popular music published in this country last year, RCA officials declare. ●

New Phono Needle

developed by RCA.

CAMDEN, N. J.—Said to be designed to assure longer record life, higher fidelity performance, lower surface noise and longer needle life, perfection of a new needle especially for coin operated phonographs has been completed after nearly four years of research and experiment in RCA Victor's famed sound laboratories, according to announcement of Edward Wallerstein, manager of record sales for the firm.

A special welding process is used in the manufacture of the new needle, giving it extra strength where the special-alloy shank joins the tip. Necessity for a point that would withstand the shock of impact when the needle first hits the record and, in turn, would wear the record less, led to the selection of a precious metal for use in making the tip. In addition, the angle of the tip is projected to give maximum strength and minimum wear.

The shank is said to have been impressed with a prominent "V" to identify the needle, which is individually packed in cellophane-wrapped cards. ●

* * *

A newspaper in speaking of a deceased citizen said: "We knew him as old Ten Percent, the more he had the less he spent; the more he got the less he lent; he's dead—we don't know where he went but if his soul to heaven is sent, he'll own the harp and charge 'em rent."

Hits On Discs

Only Records Suitable for Automatic Phonograph Use Are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

DECCA

MATTY MALNECK (O) 2182
ST. LOUIS BLUES (FT)
HUMORESQUE (FT)
Snappy, original arrangements of two old "likies". No vocals. Instrumental breaks are terrific. Very fine for automatic use.

ELLA FITZGERALD (V) 2202
WOE IS ME (FT)
STRICTLY FROM DIXIE (FT)
The haunting style of Ella Fitzgerald, with her Savoy Eight in the background, comes forth on these two numbers with a tremendous wallop. Numbers surprisingly become this unique warbler. Great guns.

GUY LOMBARDO (O) 2215
THANKS FOR EVERYTHING (FT)
DEEP PURPLE (FT)
A pair of "dillies." Sweet, smooth, lovely and entrancing foxtrots that will fill the dance floors. Carmen vocals the first tune.

JOHN KIRBY (O) 2216
UNDECIDED (FT)
FROM A FLAT TO C (FT)
John Kirby and his Onyx Club Boys break away with a duo of instrumental foxtrots perfectly timed for dancing. Exceptionally well done.

CLYDE McCOY (O) 2217
TOM TOM THE PIPER'S SON (FT)
OL' MAN RIVER (FT)
Old "Sugar Blues" McCoy, aided and abetted by Wayne Gregg and the Bennett Sisters, presents a crackerjack novelty number in "Tom Tom". McCoy works in some hot trumpet that will cause your blood to boil. Coupling brings to life a grand old timer in a new dress. Heartily recommended.

FRANCES LANGFORD (V) 2218
I WON'T TELL A SOUL
EVERYBODY'S LAUGHING
Two top hits of the day nicely done by La Langford. Victor Young's ork. backs up. Can't miss on this 'un.

TED FIO RITO (O) 2220
THEY SAY (FT)
EVERYBODY'S LAUGHING (FT)
Ace high renditions of hit parade numbers. Vocals on both tunes. Very fine recording.

BLUEBIRD

RUDY VALLEE (O) 10069
RUDY VALLEE SURPRISES, NO. 1, NO. 2 (N)
A pair of novelty recordings. First side brings Red Stanley to the front burlesquing a couple of numbers. Good material for bars. Cyril Smith does a monologue on the second side that will click best with those that have one or two stored away.

"FATS" WALLER (O) 10070
LOVE, I'D GIVE MY LIFE FOR YOU (FT)
I'LL DANCE AT YOUR WEDDING (FT)
A duo of intimate numbers with Waller working the piano all the way through. Both are stories in song. Well done.

DICK TODD (V) 10072
ARE YOU IN THE MOOD FOR MISCHIEF? (FT)
DEEP PURPLE (FT)
A Gordon and Revel tune, coupled with the beautiful "Deep Purple", makes this a disc that has exceptional earning capacity. The truly romantic baritone voice of Todd will bring plenty of repeats.

VAN ALEXANDER (O) 10073
ON THE ROAD TO MANDALAY (FT)
NIGHT AND DAY (FT)
The classic "Road to Mandalay" and "Night and Day" are put to unbelievably danceable rhythm in these clever Alexander arrangements. Recommended.

EDDIE DeLANGE (O) 10074
I UPS TO HER AND SHE UPS TO ME (FT)
WHAT THIS COUNTRY NEEDS IS FOO (FT)
Two boisterous novelty numbers. DeLange is developing a considerable reputation for his unusual novelty numbers. Here are two that will give him a definite shove up the ladder of fame. Every op. can use this record.

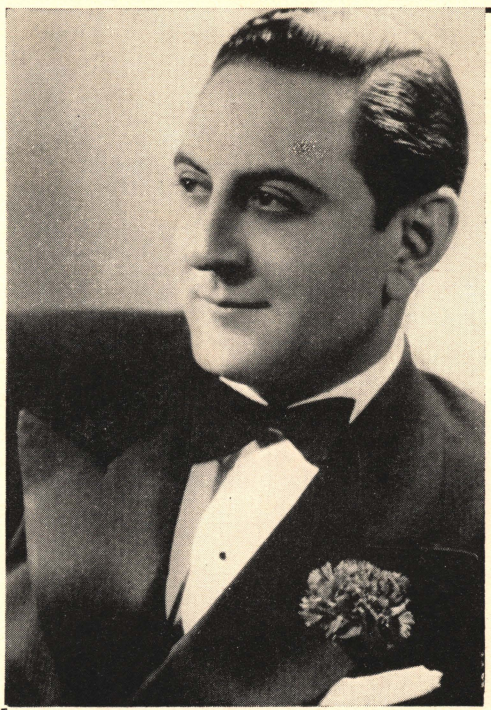
ARTIE SHAW (O) 10075
THEY SAY (FT)
A ROOM WITH A VIEW (FT)
Helen Forrest sings as the Shaw combo gives out on two current ballad-foxtrots. Neat and well done.

VERNON GEYER (ORGAN) 10076
STORMY WEATHER (FT)
FRANKIE AND JOHNNY (FT)
A worthwhile disc for your organ lovers. A familiar "sweet" foxtrot coupled with the bar-room ballad classic. Good.

VICTOR

MAXINE SULLIVAN (V) 26124
SAY IT WITH A KISS (FT)
KINDA LONESOME (FT)
The mellow, blue rhythm of sepia songstress Sullivan is heard in two appealing songs on this disc. Both are tunes from pictures in which she is appearing. Good

BENNY GOODMAN (O) 26125
IT HAD TO BE YOU (FT)
LOUISE (FT)
From the Paramount flikker "Innocents of



Again . . .

a noteworthy addition to the already profitable DECCA catalogue . . . a name sure to bring you worthwhile returns . . . an orchestra now playing nightly to capacity crowds at New York City's Hotel Roosevelt . . . heard Monday nights on NBC's "Lady Esther Serenade" by countless millions of enthusiastic listeners . . . exponent of smooth, danceable music . . .

GUY LOMBARDO
and his
Royal Canadians
now record exclusively for
DECCA

Hear . . . use . . . profit by these brand new, sparkling-fresh Lombardo releases:

2221—The Umbrella Man—FTVC
We Speak Of You Often—FTVC
GUY LOMBARDO & HIS ROYAL CANADIANS

2215—Thanks For Everything—FTVC
Deep Purple—Inst. FT
GUY LOMBARDO & HIS ROYAL CANADIANS

2195—I Must See Annie Tonight—FTVC
Girl Friend Of The Whirling Dervish
GUY LOMBARDO & HIS ROYAL CANADIANS

2196—I Ups To Her And She Ups To Me—FTVC
It's A Lonely Trail—FTVC
GUY LOMBARDO & HIS ROYAL CANADIANS

We're here to help your profits soar!

DECCA DISTRIBUTING CORP.

3131 Western Ave. SEATTLE
108 E. 17th St. LOS ANGELES
105 Market St. SAN FRANCISCO

WANT TO BUY

Used Records from Phonograph Operators. Will Pay Two Cents a Pound and Freight.

ACA COMPANY
1358 Ridge Ave.
Philadelphia, Pa.
Use Third Class Freight In Shipping

Paris" comes these two old favorites in brand new clothes cut and tailored by Benny (the rug cutter) Goodman. Swing arrangements. Cleverly executed!

TOMMY DORSEY (O) 26126
MIDNIGHT ON THE TRAIL (FT)
HAWAIIAN WAR CHANT (FT)

Jack Leonard sings the lyrics to "Midnight On The Trail," a semi-western number in smooth medium foxtrot tempo. Second selection is a musical cocktail by the band. Recommended.

LARRY CLINTON (O) 26127
LULLABY (Berceuse) (FT)
THE KERRY DANCERS (FT)

From the opera "Jocelyn" Clinton has taken the famous Lullaby and given it a modern arrangement. Clever and mighty interesting. Second side brings Ford Leary forth to do the vocals on an Irish ballad. Very fine.

VOCALION
Tops Your "Must" List!

Best Bets IN RECORDS

In this department are listed outstanding records worthy of music operator attention. The numbers are picked from record releases of the past 30 days and cover only records not regularly reviewed in HITS ON DISCS.

BLUEBIRD

ARTIE SHAW (O) 10046, 10054.
Day After Day (FT)
Deep In A Dream (FT)
Softly, As In A Morning Sunrise (FT)
Copenhagen (FT)

SHEP FIELDS (O) 10047
Kinda Lonesome (FT)
I Go For That (FT)

JOHNNY MESSNER (O) 10048, 10058
The Umbrella Man (Waltz)
Polly Put Your Slippers On (FT)
Please Come Out of Your Dream (FT)
Among Those Sailing (FT)

VAN ALEXANDER (O) 10049, 10063
I Cried For You (FT)
No Star Is Lost (FT)
You're Gonna See A Lot Of Me (FT)
Your Eyes Are Bigger Than Your Heart (FT)

PEG LaCENTRA (O) 10050
Big Mouth Minnie (FT)
Who Threw The Mush in Grandpa's Whiskers? (FT)

GUY LOMBARDO (O) 10059
Summertime (FT)
Liebestraum (FT)

VERNON GEYER (Organ) 10060, 10067
Giannina Mia (Waltz)
The Sweetheart of Sigma Chi (Waltz)
Goodbye Little Lady (Tango)
Cielito Lindo (Waltz)

DON REDMAN (O) 10061
Margie (FT)
Down Home Rag (FT)

"FATS" WALLER (O) 10062
I Won't Believe It (FT)
Imagine My Surprise (FT)

CHARLES KAMA'S HAWAIIANS 10068
Back To Honolulu (FT)
Back To Me (FT)

DECCA

FREDDIE (SCHNICKELFRITZ) FISHER (O) 2168
Hot Time In The Old Town Tonight (FT)
Some Of These Days (FT)

JOE DANIELS (O) 2184
Avalon (FT)
Ain't Misbehavin' (FT)

JIMMIE DAVIS (V) 5616
Meet Me Tonight In Dreamland
Headin' Home

RUBY NEWMAN (O) 2192
From Now On (FT)
Get Out Of Town (FT)

ROY SMECK (O) 2194
I Won't Tell A Soul (FT)
Have You Forgotten So Soon (FT)

(See BEST BETS, Page 43)

E. T. MAPE MUSIC COMPANY

Presents SEEBURG'S Newest Achievements—

Mayfair
The 1939 Deluxe Phonograph

Plaza
The 1939 Standard Phonograph

Casino
The 1939 Popular Phonograph

Seeburg's
Wall-O-Matic
Auxiliary 20 Record Remote Control Selector Wall Box

and

Playboy
A New Source of Revenue

All 1939 Symphonolas are equipped with the new SEEBURG **V-20 SEElector,** the new **SEEBURG JEWELITE GRILLE,** and **AUDITONE AMPLIFICATION.** A new SEEBURG development provides an extra-low operating cost.

E. T. MAPE MUSIC CO.

Exclusive Seeburg Distributors for California, Arizona and Nevada

JEAN MINTHORNE
Branch Manager

1517 W. PICO BLVD. **DRexel 2341** **LOS ANGELES**

Get in the Money with Music's Big Money-makers

JOHNNY MESSNER & HIS ORCHESTRA
Bluebird 10048—THE UMBRELLA MAN
POLLY PUT YOUR SLIPPERS ON

ARTIE SHAW & HIS ORCHESTRA
Bluebird 10055—BETWEEN A KISS AND A SIGH
THANKS FOR EVERYTHING

RUDY VALLEE & HIS ORCHESTRA
Bluebird 10069—RUDY VALLEE'S SURPRISES No. 1
RUDY VALLEE'S SURPRISES No. 2

MAXINE SULLIVAN
Victor 26124—SAY IT WITH A KISS
KINDA LONESOME

LARRY CLINTON & HIS ORCHESTRA
Victor 26118—ARE YOU IN THE MOOD FOR MISCHIEF
FOR MEN ONLY

TOMMY DORSEY & HIS ORCHESTRA
Victor 26126—MIDNIGHT ON THE TRAIL
HAWAIIAN WAR CHANT

RCA

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . . 70 Tenth Street

American Record

now CBS subsidiary.

NEW YORK CITY. — Rumored many times during the past six months or more, purchase of American Record Corp. by Columbia Broadcasting System, once, oddly enough, a subsidiary of the record firm, has at last been completed. The transaction was made during the latter part of December, effectively silencing all reports and counter-reports with actual facts.

According to report CBS paid some $700,000 for American Record and its subsidiaries, including title to the Columbia, Brunswick and Vocalion labels which the new owners will now manufacture and distribute. By the same report, 80% of the stock acquired through the purchase went to CBS and 20% to brothers Isaac D. and Leon Levy of Philadelphia's WCAU, both CBS directors; CBS has the option of re-purchase on that portion of the stock.

Making official announcement of the deal, CBS President William Paley stated, "We feel that Columbia Broadcasting System, in entering the record business, is broadening the base of its service along natural lines." These lines, observers believe, seem to be in the direction of closer competition with already far-flung RCA and NBC. Though he hasn't said it, there is a general impression that Paley also has in mind a plan to enter the transcription field to compete with NBC's Thesaurus for radio's use.

American Record's history is a somewhat tangled one to tell. At one time American Record capital made CBS the former's subsidiary (in 1927, before the network got its present name). Six months later this connection was severed, and now the situation is reversed, with the record business becoming a subsidiary of the radio system. American Record was formed back in 1930 when record sales had started tumbling from their 1929 peak of 150,000,000 discs. That transaction was guided by Herbert J. Yates, who acquired the businesses of a group of smaller manufacturers whom he paid off in stock of his Consolidated Film Corp., a concern that makes prints from original reels for the big movie companies. Then selling to the tune of about 25,000,000 Regal, Banner and Perfect records a year to the 25-cent chain-store and mail-order trade (thus accounting for about one-third of the U. S. total record volume), American Record's only major rival in the 25-cent field was Victor's Bluebird line.

At about the same time Warner Bros. bought out the Brunswick Record Corp., which was the music division of Brunswick-Balke-Collenser (pool and billiard tables, bars, etc.), and which marketed Brunswick, Vocalion and Melotone records, priced respectively at 75-cents, 35-cents and a quarter. Next year Yates bought the master records for these three labels from the Warners and set up the Brunswick Record Corp. as an American Record subsidiary.

A year later Columbia Phonograph Corp. passed into the hands of Grigsby-Grunow, manufacturers of Majestic radios, but by 1934 once mighty Grigsby-Grunow had gone bankrupt and that year Yates bought Columbia and handed it to American Record as another bouncing subsidiary.

In April, 1938, Yates folded all the 25-cent labels to give dealers a bigger margin, following the lead of RCA which had boosted Victor Bluebirds to 35-cents, and Decca, which had talked its limited-price variety outlets into substituting 35-cent Deccas for its 25-cent Champions. By last year, of the industry's volume of around 32,000,000 discs, American Record could claim sales of an estimated 6,000,000 (Columbia Masterworks at $2, Columbia & Brunswick at 75-cents, Vocalion at 35-cents) as against RCA's 12,000,000 (Victor Red Seals at $2, Black Labels at 75-cents, Bluebirds at 35-cents) and Decca's 13,000,000 at 35-cents.

President of the new CBS subsidiary is Edward Wallerstein, who resigned from his berth as RCA-Victor's salesmanager, and at one time salesmanager for Brunswick. Other officers are reported to be temporary, and they have come directly from the CBS ranks: Frank K. White, CBS treasurer, serves in the same capacity; C. C. Boydston is assistant treasurer; and Ralph F. Colin of CBS' attorneys Rosenberg, Goldmark & Colin, is secretary. ●

* * *

"What are you cutting out of the paper?"

"About a California man securing a divorce because his wife went through his pockets."

"What are you going to do about it?"

"Put it in my pocket."

VOCALION
Tops Your "Must" List!

OPERATORS ATTENTION

Gabel's Automatic Phonographs 1939 models will be on exhibition at the Gabel factory, **1200 West Lake Street, Chicago,** during the December and January Coin Machine Conventions.

Our friends are cordially invited to visit us.
Transportation from your hotel will be provided.

OPEN HOUSE! YOU ARE WELCOME!

THE JOHN GABEL MFG. CO.

1200 West Lake Street **Chicago, Illinois**

SPECIAL NOTICE TO ALL OPERATORS

EXCLUSIVE PREVIEW OF ALL NEW ITEMS IN ROOM 524, SHERMAN HOTEL, C.M.M.A. CONVENTION — JANUARY 16 - 19

Passes may be obtained at our Booth 164 in the Exhibition Hall. Only known operators and distributors will be allowed to view these spectacular new items.

? **NEW CARDS** ?
SKYSCRAPER
LIMITED
MAGIC TIP
GOLD BARS

NEW PLAY
JARTIME
BINGO
DICE GAME

? **NEW IDEAS** ?
GOLDEN EGGS
LUCKY DOGS
ROLL 'EM
BOOK-A-LOG

SEE THESE AND MANY OTHERS AT THE SHOW

Full details of these new moneymakers will be released after the Show to all Operators, Jobbers and Distributors

WRITE TODAY
TO: DEPT. CMR-1

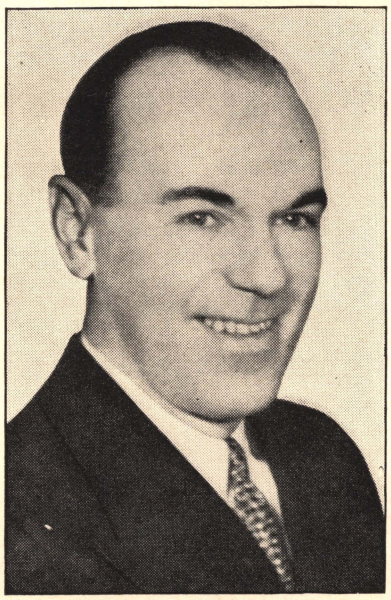
WERTS NOVELTY CO., Inc. MUNCIE, IND.

Stabilization Seen

for industry in '39.

CHICAGO.—"In many ways 1939 will be a boom year. But it will not see the frenzied booms we have had in the past. It will be a boom based on more permanent types of equipment. Operators will make more long-range plans than ever before. 'Get-rich-quick' psychology will be less of a factor in the 1939 plans of operators, distributors and manufacturers, and the three groups will be found working for greater stability. And, when the balance sheet is added up at the end of 1939, I think we will find stability has brought the industry the greatest net prosperity it has ever known." Thus, clearly and incisively, Bally Mfg. Co. President Ray T. Moloney foresees the coming year and what it holds, his thesis based on the stabilizing influences which have been working during 1938.

Continues Moloney: "Foremost among stabilizing types of equipment will be various specialized pieces of coin operated service equipment. The tremendous interest shown in the Bally beverage vendor during the December NACOMM Show is an index to the present plans of operators in all sections of the country. Investigations prove that despite the amazing successes of such organizations as the Coca-Cola Co. the market for carbonated beverages is many years from the saturation point. Marketing executives in the carbonated beverage industry say that the problem now is to put the beverage where the public can get at it. And this is what thousands of operators will be doing in



Bally's Moloney

1939—placing carbonated drinks within easy reach of countless consumers who are not now reached by ordinary sales methods.

"The number of coin operated beverage vendors which will be placed during the next two years will be a figure comparing favorably with the most famous novelty game runs of pin game history. I base this statement on three factors: first, the thousands and thousands of locations open to this type of equipment; second, the millions of dollars' worth of advertising which is constantly creating markets for carbonated beverages; third, the substantial profit to the operator. In other words, the demand is there and the profit is there.

"If I seem to emphasize merchandising equipment, do not get the idea that amusements will not be important in 1939. Bell-type equipment, of course, has a permanent place in this industry, and as far as Bally is concerned our plans for 1939 include provisions for huge volume production of our twin bell. In the table class, emphasis will be on the more permanent type of machine, namely, the multiple payout. We know that multiple payouts have as permanent a place in the coin machine picture as Bells, and the bulk of 1939 table operations will be in multiples.

"By way of summary, I will say that stability will be the keynote of 1939, and stability will result in permanent prosperity." ●

COLLECTION BOOKS

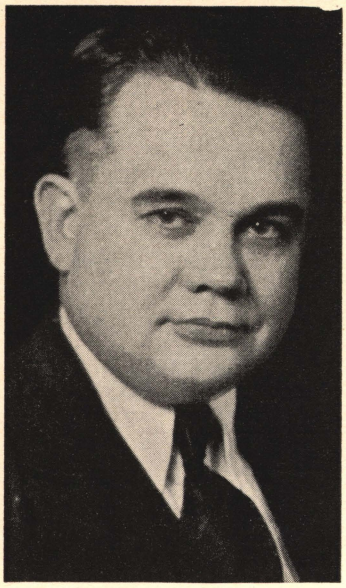
STANDARD OR SPECIAL

For every operator of pin games, phonographs, diggers, slot machines, salesboards, skee ball, cigarette, vending and other automatic machines.

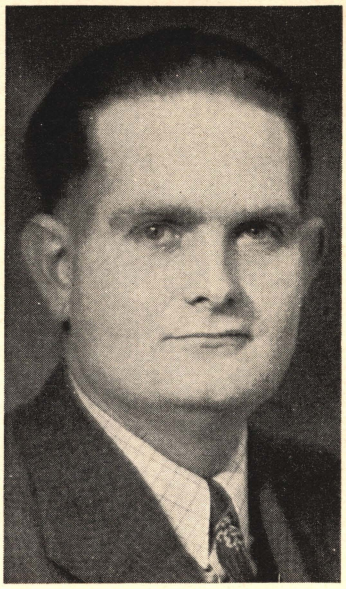
For Samples and Information write

CHAS. FLEISCHMANN
BALTIMORE SALESBOOK COMPANY
120 West 42nd Street, New York City

Jar Game Industry Leadership Told



FRED W. WERTS
President



ROY F. WERTS
Manager

MUNCIE, Ind.—Claiming long recognition for their leadership of the jar game manufacturing industry, and their status of world's largest manufacturers of jar games and tally cards, Werts Novelty Co., Inc., is proud of the men pictured here who represent the character and integrity of the industry's most complete factory. Thirty years of experience and the best equipment coupled with a tried and reliable personnel is given credit by Werts executives for the success of all products manufactured by this concern.

With plans to start operators off "right" in the new year, the Werts Novelty Booth, No. 164, at the CMMA Convention at the Sherman Hotel in Chicago, starting January 16, 1939, will feature a number of new ideas which have been "carefully considered and properly manufactured" and are now "ready to be sold to every location in the country."

Simplicity is the keynote of all successful deals, according to President Fred W. Werts, who reports that in all the new ideas and new merchandise to be released shortly by his firm, simplicity, together with added player appeal, "is more than evident. We feel," he declared, "that the players of jar games and tally cards are interested in two things: 'How much can I win?' and 'How do I go about it?' All of our newer deals are designed to catch the player's eye and then answer these two questions in a few plain words."

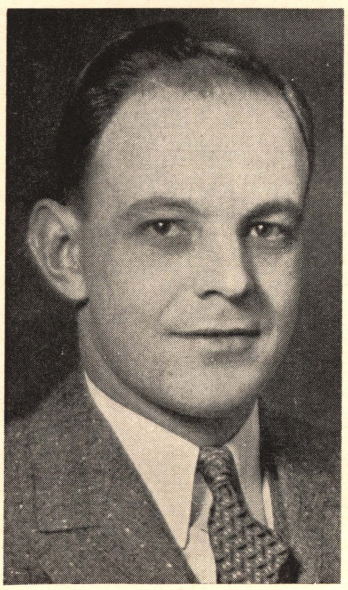
Large winner-awards are said to be displayed boldly and color schemes are made to attract the player and improve the appearance of the deal without confusing the player. Such names as Jar Time, Skyscraper, Limited, Bingo, Lucky Dogs, Golden Eggs, Roll Em, Dice Game, Magic Tip, Five On One and many others, it is asserted, will soon be on the lips of every operator in the country.

In addition to the showing in Booth 164, passes may be obtained there for an exclusive showing in Room 524 of the Sherman, during the entire course of the CMMA Show, to which only legitimate operators, jobbers and distributors will be admitted, and will have the opportunity of being first in their territories to see and buy the "newest and best money-makers on the market today." Immediately after the Show the public will be notified by direct mail and magazine space of all the details of the firm's new items, it has been announced.

Simultaneously with announcement of plans for the CMMA Show, word was issued that all employees of Werts Novelty Co., Inc., had shared in a Christmas bonus December 19, with the extra "cheer" ranging from $10 to $1000 according to the individual recipient's position and service record. Commenting on the distribution, Werts said, "We have furnished our employees steady work throughout the entire year and have given them this bonus in appreciation of their efforts. We consider our help of the very best and because of this we have distributed nearly $5000 to them, averaging about $83 for each individual. Long-time employees and executives received their bonuses according to length of service and valuable assistance in building this organization to top place in the industry.

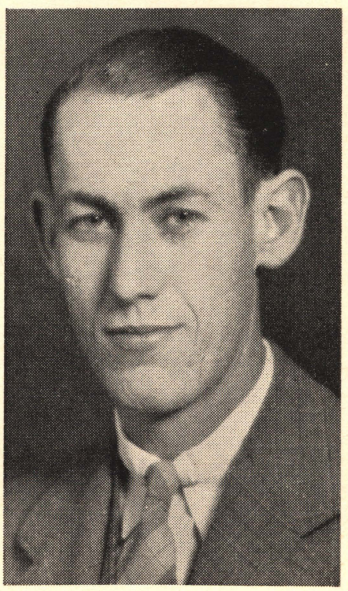
"We feel," he continued, "that the Werts plan of bonus competition is a very good one and that any employee is entitled to a share in the profits of any enterprise where he or she works." Although the home-workers employed by Werts did not participate in this bonus distribution, it is reported that their pay has been more than doubled as a result of the recently-passed wage and hour bill.

Werts is confident that business in 1939 will double the sales of the past year, and he has recently purchased two new printing presses and four folding machines to care for present and expected business increases. ●



A. DON SHIDELER
Sales Manager

JOHN F. BROWN
Print Shop Supt.



HAROLD M. SHOEMAKER
Advertising Manager

Bromberg Moves

to new quarters.

LOS ANGELES. — Culminating more than 15 years of experience in and with the coin machine business, Irving Bromberg settled himself in new quarters at 935 Venice Boulevard, here, middle of last month, and prepared for 1939 business.

Bromberg's first association with the industry came with the operation of a route of about 150 Exhibit Playballs, a baseball game of the pre-marble game days, in New York. Some six years later, in Chicago, he saw the first pin game made and made a deal with the manufacturer, Bingo Novelty Co., for exclusive distribution of the device in the state of New York. Thus it was that he introduced the first table of this type in New York City. At the time the locations invariably thought it "an awful big" piece of equipment, and they had trouble finding a place to put one. Now games are three times as big and locations have no trouble at all in finding room. Bromberg recalls that he made one mistake in connection with the machine, though. Instead of being a distributor, he claims, he should have been an operator, and he could have been the only one handling the game in New York. Operating on penny play, the machines were taking as high as $30 and $35 a week in pennies, and unless they took in at least $8 to $10 a week net as the operator's share they were pulled off location.

Before he left New York Bromberg had five offices: one in Boston, one in Washington, one in Brooklyn, and two in New York City proper. Games were selling at the time for around $16.50, and $5 was the operator's minimum share; failure to get that meant removal of the equipment.

Bromberg recalls that virtually overnight, with the introduction of marble tables, about 35 jobbing firms sprang up. Dave Robbins had been in business for a long period, and Willie Blatt, and a man named Medorsky who is now out of the jobbing picture and reported to be confining his efforts and interests to operating, but Bromberg was first with the marble machines. With that number of organizations in competition the battle for the operator's business and favor grew intense, and price-cutting began. When it got to the point where a number of firms were satisfied to sell machines at fifty cents above cost, "I got disgusted, left all my places of business and came out here," Bromberg declares. This despite the fact that in his first days in business as a distributor he was doing more business outside the territory his branches covered than he was within that radius, business in Porto Rico, Connecticut and many another state.

Bromberg has been in Southern California for six years and claims he did very well until about a year and a half ago when the situation he had faced in New York cropped up locally. It is his opinion that if jobbers were smart they would get together and form an association whereby prices would be uniform — a sort of bluebook rating — and

(See BROMBERG, Page 44)

Congratulations and a

Happy and Prosperous New Year to

IRVING BROMBERG

in his new quarters at

935 Venice Blvd., Los Angeles

—and to all his—and our—friends and customers from

GROETCHEN TOOL CO.

122 North Union Street **Chicago, Illinois**

Congratulations . . .

AND BEST OF LUCK, IRVING BROMBERG, ON YOUR RECENT EXPANSION

•

We know you're going to do a real business on

CHUBBIE

the new five ball novelty game that's creating such a sensation

STONER CORPORATION

AURORA, ILLINOIS

HERE'S A TOAST, IRV—
FROM DAVAL TO YOU . . .

You've always done a great job with Daval Games! Now, with the opening of the new Irving Bromberg Company quarters, we know you'll reach even greater heights of success with our two latest winners . . .

SIDE KICK

SENSATIONAL 5 BALL NOVELTY GAME!

and

THE NEW DIVIDER MODEL

PENNY PACK

THE COUNTER GAME SUPREME!

3 Great Side-Kick Models

1. STRAIGHT HI-SCORE.
2. HI-SCORE WITH FREE PLAY.
3. HI-SCORE WITH RESERVE BANK UP TO $50.95.

• *Daval is the Line for '39!*

Now! A Separate Cash Box and Key for the Location Owner!

PENNY PACK

World famous penny cigarette counter game, with remarkable Daval coin divider! An unsurpassable combination which eliminates all settlement and divvys between location and operator, and results in greater profits!

DAVAL MFG. CO.
315 N. HOYNE AVE.
CHICAGO

LOOKING FORWARD!

Genco congratulates Irving Bromberg in his removal to new quarters at 935 Venice Boulevard, Los Angeles. In taking showrooms that are more compact and permit greater efficiency, he's looking forward to being of yet more service to his friends and customers.

Genco, too, is looking forward with its aim of helping operators increase their earnings. In 1939 Genco will give operators what they need for a happy and prosperous year. As a starter, put these money-makers on locations:

STOP AND GO—Regular Model

STOP AND GO—Free Play

RAGTIME—Free Play

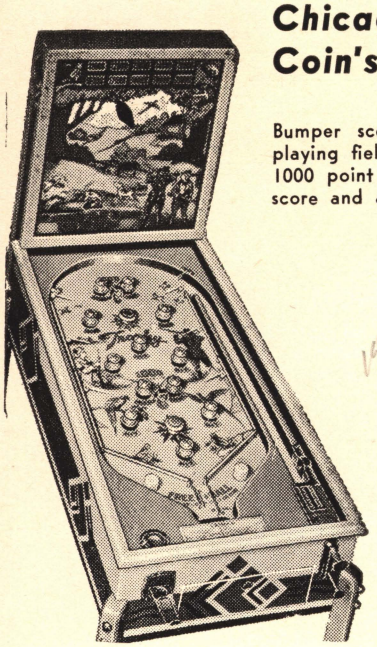
KLICK—Free Play

Watch for the Sensation of the Year—Bubbles!

More profitable tables are on their way — you can count on Genco in 1939! And you can see and buy all Genco equipment from Irving Bromberg. Don't fail to do so.

Look Forward With Genco in 1939!

GENCO, Inc. Chicago



Chicago Coin's

MIAMI

Bumper scoring—skill lane scoring—lights on playing field and backrack—high score play—1000 point bumper and "free ball" features—score and award meters... it's got everything.

STRAIGHT NOVELTY $79.50 FREE GAME MODEL $89.50

Order today—Immediate delivery.

New Repeater Action

TROPHY

Here's ACTION! Continuous hits recorded if ball strikes green "Hit" bumper—a red "Miss" bumper stops continuous scoring and scores 1000 when ball crosses skill lane. Free ball feature. Fully metered.

STRAIGHT NOVELTY $79.50 FREE GAME MODEL $89.50

Still Going Strong!

ST. MORITZ

High Score Novelty Game with money-making triple action. Fully metered. Winning scores adjustable. $74.50

FREE GAME

ALPS

Goes almost everywhere, makes steady big profits anywhere wtih fascinating triple action play. $89.50

CHICAGO COIN

MACHINE MFG. CO.
1725 DIVERSEY BLVD.
CHICAGO, ILLINOIS

CONGRATULATIONS IRVING BROMBERG

On your move to new quarters. You have done, and are doing, a remarkable job with Chicago Coin games. We know that with increased and improved facilities you will continue to keep our games always before the operators. The present success of Chicago Coin games in the West is the result of the fine work done by organizations like yours. More power to you!

Don't Forget To Show The Boys Our New "Honey" Called Miami - - -

Sam Gensberg
Sam Wolberg

Chicago Coin Machine Mfg. Co. **Chicago, Ill.**

ROCK-OLA

announces the appointment of

WILLIAM NATHANSON

as exclusive distributor for Southern California and the State of Arizona for their new 1939 Phonographs.

Mr. Nathanson will carry a large stock on hand for immediate delivery of both the ROCK-OLA LUXURY LIGHTUP and the STANDARD Model Phonographs.

There is a very attractive and liberal allowance on your old phonographs! See

WILLIAM NATHANSON

2833 WEST PICO ST., LOS ANGELES

New and larger headquarters will be announced shortly by mail.

J. P. "Midge" Ryan, San Francisco manager for Mills, tries out some new steps with Miss Coin Machine to tunes played on the new Mills phonograph.

Phonograph Operators of Eastern Pennsylvania and New Jersey

President — PHILIP FRANK; Vice-President — HARRY SCHERDORF; Treasurer—IRWIN NEWMAN; Secretary—JOSEPH MELLWIG; Business Manager—FRANK HAMMOND. Offices, 408-10 Schaff Building, Philadelphia.

By HARRY BORTNICK

The visit to the NACOMM Show in Chicago proved fruitful for most of the members of this Association, many of whom purchased quantities of new equipment, and with the different manufacturers all sharing in the business created by musicmen of this area. Wurlitzer, Rock-Ola and Seeburg all will have plenty of new equipment on local routes after the new year, judging from the data gathered on purchases made at the convention.

For unification of the phonograph operators on a national scale the trip to Chicago was very fruitful, for Frank Hammond, business manager of the local organization, presided over a meeting attended by representatives of virtually all operator groups in the country and foundations were laid for a powerful national group of operators. Plans for future gatherings to coordinate by-laws and regulations of the several local groups were laid at the Chicago meeting, as well as setting of a time for another national meeting to be held soon.

As a direct outcome of the Chicago meeting Hammond aided in the formation of a phonograph operator group in Wise, Virginia, under the wing of H. K. Kiser, an attorney in that area, who was retained by operators of Virginia and Western Kentucky. Complete information concerning by-laws and regulations of the local group was dispatched to Kiser to aid him in organizing his group.

A pact was consummated between the Phonograph Operators of Eastern Pennsylvania and New Jersey and the Northern New Jersey Phonograph Operators who maintain headquarters in Newark, N. J. The agreement between the two powerful organizations promises that members of one group will respect locations of operators affiliated with the other association. In addition to establishing this treatment of locations, members of the local group operating machines in New Jersey will become associate members of the New Jersey body, and vice versa.

The agreement between the two bodies was negotiated by a committee from the Pennsylvania group consisting of President Phil Frank, Frank Viscidi, Jack Sheppard, Jack Budnick, Charles Juniowitz, and Business Manager Frank Hammond. The New Jersey organization was represented by President Arthur Segar, Bill Ashmore, Archie Kass, Sam Robins, and Business Manager Le Roy Stein. The meeting at which all arrangements were completed was held at the Stacey Trent Hotel, Trenton, N. J., December 23. The agreement, which also covers members of the Pennsylvania group in Wilkes-Barre and Harrisburg, was approved by the membership of both Associations at

(See Phono Ops, Page 49)

20 RECORD

Luxury Lightup

BY ROCK-OLA FOR 1939

★ DE LUXE MODEL

FEATURES

THAT MAKE ROCK-OLA'S 1939 PHONOGRAPHS SUPREME!

★

New!
LUXURY LIGHTUP
A symphony of glowing, changing lights and colors

Plus

Rock-Ola's World Famous Super Tone Quality with Scratchless Reproduction and New, Modern Refinements • Increased Power in Jensen Speaker and Deluxe Amplifier • New Improved Tone Control with 3 Steps Base and 3 Steps Treble • New Improved Auxiliary Speaker Hookup—Handles Up to Three Additional Speakers • Lightweight Crystal Pickup • Full Floating Baffle • 20-Record Multi-Selective • Simple, Flawless Mechanism • One Positive Cam Movement • Dual Motors for Efficiency • Micro Sensitive Switches.

New!
DOUBLE CASH BOX with AUTOMATIC DIVIDER on Deluxe Model

New!
FEATHER TOUCH SELECTOR KEYBOARD

New!
ILLUMINATION ON FAMOUS 99% SLUG-PROOF COIN CHUTE

New!
IMPROVED AUTOMATIC PLAY REGISTER

New!
FRONT DOOR ACCESSIBILITY TO MECHANISM AND CASH BOX

TWO GREAT *Luxury Lightup* MODELS

De Luxe and Standard

DE LUXE MODEL (illustrated on reverse side) . . . Rock-Ola's 99% SLUG-PROOF Drop Style Coin Chute is standard equipment. Has double cash box with automatic divider. Height 56½ in., width 38½ in., depth 25½ in.

STANDARD MODEL . . . Rock-Ola's 99% SLUG-PROOF Drop Style Coin Chute is standard equipment. Height 54½ in., width 34½ in., depth 25 in.

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE CHICAGO, ILLINOIS, U. S. A.

DeLuxe Model illustrated on reverse side

Printed in U. S. A.

Phonograph Headquarters

Where the West's Leading Operators

Meet to Buy, Sell and Exchange

Exceptionally Good Buys for Immediate Delivery

20 Seeburg Crowns	237.50 each	18 Wurlitzer Model 616....	100.00 each
5 Seeburg Regals	235.00 each	5 Wurlitzer Model 716....	100.00 each
12 Seeburg Royals	142.50 each	14 Wurlitzer Model 312....	60.00 each
6 K-20's	125.00 each	27 Wurlitzer Model 412....	60.00 each

and others!

WILLIAM NATHANSON

2833 WEST PICO ST., LOS ANGELES

New and larger headquarters will be announced shortly by mail.

Best Bets

(Continued from Page 32)

BING CROSBY (V) 2201, 2200
I Have Eyes
The Funny Old Hills
You're A Sweet Little Headache
Joobalai
ANDREWS SISTERS (V) 2214
Hold Tight
Billy Boy
BOB CROSBY (O) 2208, 2210
Honky Tonk Train (FT)
The Big Noise from Winnetka (FT)
Swingin' at the Sugar Bowl (FT)
I'm Prayin' Humble (FT)

VICTOR

LARRY CLINTON (O) 26112
Variety Is The Spice of Life (FT)
Temptation (FT)
BENNY GOODMAN (O) 26110
Kinda Lonesome (FT)
I Must See Annie Tonight (FT)
SAMMY KAYE (O) 26111, 26117, 26120
Your Eyes Are Bigger Than Your Heart (FT)
Say It With A Kiss (FT)
The Umbrella Man (Waltz)
You're Gonna See A Lot Of Me (FT)
We'll Never Know (Waltz)
No Star Is Lost (FT)
BUNNY BERIGAN (O) 26113, 26116
Jelly Roll Blues (FT)
'Deed I Do (FT)
I Cried For You (FT)
Sobbing Blues (FT)
TOMMY DORSEY (O) 26115, 26119
Angels With Dirty Faces (FT)
Between A Kiss and a Sigh (FT)
Thanks for Ev'rything (FT)
Do You Remember Last Night? (FT)

* * *

"One of my wealthy boy friends gave me a dozen very expensive lace handkerchiefs."

"Well, for crying out loud!"

"Gracious, no! They're too expensive for crying purposes."

It's Rock-Ola

out West, says McClelland.

SAN FRANCISCO.—If some morning the natives are awakened about 5:30 o'clock by a strange roaring sound unlike that of the bird songs usually associated with that hour, they can doubtless depend upon its being "Early Bird" Clarence McClelland in his outward-bound motor car, getting a rousing good start through his territory. McClelland is Rock-Ola's young "old-timer" out on the West Coast, and as a "traveling salesman" he has had enough experiences to fill a book, for he's been Rock-Ola's direct factory representative in the West for a good many years.

His territory takes him far afield from his headquarters at 1033 Page Street, San Francisco as he covers northern California, Oregon and Washington, from the sea to the sagebrush and back again. He has won many staunch customers and friends and because he has traveled in miles almost as far as the famed Marco Polo, McClelland has a nodding acquaintance with virtually every man in the coin machine business on the coast. His many contacts over the years have brought him and his firm a fine, prosperous business in the territory.

Too busy to leave his salt-water-and-mountainside haunts for a visit to the Chicago Coin Machine Shows, McClelland has nonetheless seen the new line of 1939 Rock-Ola Luxury Lightup phonographs, and is reported to be exuberantly enthusiastic about them. Says he: "What a phonograph! It's a 'naturall' Just what we need out here. The boys up and down the coast don't have to be 'sold.' One look at the phonograph and they say 'When can we get delivery?' 1939 will surely be a Rock-Ola Year out here on the West Coast." ●

* * *

"Speaking of old families," said the aristocrat of the party, "one of my ancestors was present at the singing of the Magna Charta."

"And one of mine," said little Ikey, "was present at the signing of the Ten Commandments."

* * *

Boss: "So you want to leave. Are the wages insufficient?"

Pat: "The wages are all right, sir, but I'm afraid I'm doing a horse out of a job."

Bromberg

(*Continued from page 36*)

operators no longer would go from one place to another seeking lower priced equipment on the basis of quoting the cost the previous jobber visited had established. He points out the fact that operators lose as much as the jobbers do. With cut rate prices in effect the operator gets less attention, less service, less surety of the merchandise he buys, because the jobber, or the distributor, has to keep overhead down to attempt to make up the loss in income from sales. More than that, when it's all through the operator who has participated in a price-cutting circle, going from one salesfloor to another always getting a lower price, still has a feeling that he's being cheated, that he might somehow have done better. Bromberg warns that the policy is not good for anyone concerned.

Now in his new quarters, Bromberg marks his fourth change since leaving New York. His first Los Angeles place of business was at 1034 West Seventh Street, in what was then the "row." From there he went into quarters about five times as large as his first one, at 2922 West Pico Boulevard, and then into space five times as large again, at 1481 West Washington. Now, at 935 Venice Boulevard, he's admittedly in smaller space, but no one should be deceived. While actually containing less square feet, the whole layout of his plant is more compact and far more conveniently arranged so that less room is needed.

He asserts that free service is and will be given on all equipment purchased from him during the life of the game. That doesn't mean he or his staff will make service calls for the operator, but that any piece of equipment brought back to his shop will be given attention.

And now he's looking forward to 1939 with a hope that it will be a happy year for his friends and customers, and for the industry in general, as well as for himself. ●

Side Kick,

new Daval game, has merits told.

CHICAGO. — "Positively the greatest game we've ever manufactured." Thus did I. D. Rotkin, Daval Mfg .Co.'s advertising manager, characterize Side Kick, new 5-ball novelty game. Continued Rotkin: "In our business we're inclined to be conservative about the merits of a new game until we know it to be definitely a hit. We just refuse to be fooled by our own enthusiasm, and we reserve judgment until the new game has been tried thoroughly on location. After that, sales tell the story, and Side Kick's sales are telling an eloquent tale of successful operation and big profits. There is no question about the greatness of a game when repeat orders come in as rapidly and consistently as they are for Side Kick."

Action, pep, thrills, new ideas, suspense, beauty, flash, light effects—everything the operator wants—were Rotkin's further description of the game and its reasons for popularity. He claims, too, that success of such recent Daval games as Odd Ball have convinced the operators that Daval games are mechanically perfect.

The side kick high-score feature, shifting 1000 lights, and the free-ball feature, Rotkin declared, were other reasons for the game's current popularity with distributors, jobbers, operators, locations and players. ●

* * *

"How many wars have been waged against the United States?"

"Five."

"Name them."

"One, two, three, four, five."

Manufacturers of

VENDING MACHINE PRODUCTS

- SALTED PEANUTS
- RAINBOW PEANUTS
- BOSTON BAKED BEANS
- VENDORS CHOCOLATE PEANUTS
- BUTTERSCOTCH PEANUTS
- MIDGET BURNT PEANUTS
- FRUIT DIBS
- PISTACHIO NUTS
- BALL GUM
- INDIAN NUTS (Pinon Nuts)
- CHARMS

PEANUT SPECIALTY CO.

400 W. SUPERIOR STREET CHICAGO

Write For Price List

HARRY LEADS

IN *Good* USED MARBLE GAMES

Compare our prices . . . Compare our quality in used games . . . Decide where to take your business.

Entering 1939 we wish all our customers and friends a happy and prosperous year. If we have dealt honestly and fairly with you, please tell your friends. Otherwise come in and tell us.

Here are the games at prices you've been looking for. Come and get them!

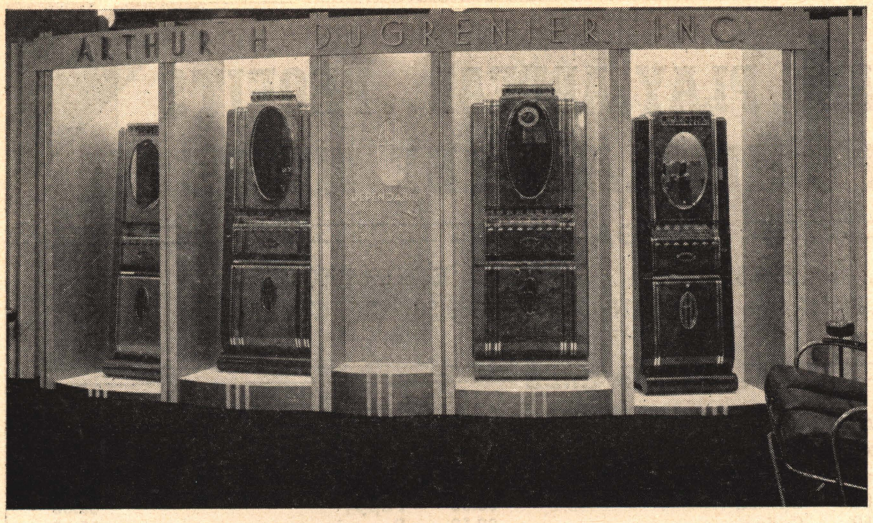
25 G-Man Grippers—New—in cartons—while they last ..... $ 8.50

20	Auto Derby ..... $ 6.50	3	Daval Baseball .. 10.00		Marvel—New, to clear 47.50		Suspense—New.. 45.00
2	Auroran 9.50	2	Daytona 7.50	10	Mercury 6.50		Ski-Hi 20.00
3	Airway 19.50	10	Electro 15.00	5	Numbers 7.50		Silver Flash 17.50
25	Bumper 5.00	2	Electric Score-board 7.50	1	Nip and Tuck..... 10.00		Skooky 8.50
10	Bally Booster 7.50	3	Fleet—Meters 44.50	5	New Rocket 15.00		Sensation 9.75
2	Bally Arcade—Clearance 44.50	6	Fury 6.50		Odd Ball—Res.... 69.50		Ten Strike 20.00
5	Bally Reserve—Divider Type 22.50	5	Firecracker 6.00		Oscar—Reserve .. 49.50		Turf Champs 19.50
3	Bally Derby—Automatic 9.50	5	Grand Slam 29.50		Post Time 17.50		Vogue 12.50
3	Big Shot 4.50	2	Gottlieb Daily Races—Aut'm'tic.. 17.50		Preakness 32.50		**BOWLING GAMES**
5	Batter Up 8.50	5	Home Run 6.00		Running Wild 9.75		Bally Roll $25.00
2	Boo-Hoo 15.00		Jitterbug—New, to clear 50.00		Ricochet 7.50		Bank Roll 47.50
1	Carnival—To Clear 14.50		Klick—New, to clear 72.50		Roll Over 10.00		Bumper Bowling.. 75.00
					Railroad 20.00		Wurlitzer Skee-Ball, 1937 ..... 100.00
					Snappy 25.00		
					Stoners Races 15.00		

We carry a complete stock of new games and *you know our prices!*

Southwestern Vending Machine Company

2833 West Pico Street **ROchester 1421** **Los Angeles, Calif.**



The impressive and beautiful display of Arthur H. Du Grenier, Inc., pioneer cigarette machine manufacturers, was one of the outstanding attractions of the NACOMM Show at the Stevens Hotel in Chicago.

Omaha Coinnews

By CHARLES P. RODMAN

Pin games have been restored very much to favor in Omaha and the adjacent territory. Current favor is highest in two years. Hymie Zorinsky has added amusement tables to the route of 400 peanut machines he's been operating, most of which are located in Omaha proper. Jack Katz, with offices and warehouse space on Twenty-fourth Street, is another sizable marble game operator; he also sells automatic music to patrons of locations.

On the music front, the Johnson Music Co. is reported as having added a hundred of the new Wurlitzer machines. Johnson is probably the oldest operator in this city; at one time his machines were Mills products exclusively. Sam Colick, whose headquarters are on Deer Park Boulevard, is the latest to place a large order for Wurlitzers. Twenty-five of the new ones will supplant some of his old phonographs. Colick is one of the largest of the Omaha operators, and clearly a successful one.

Tony Mangano of Howard Sales Co., attended the NACOMM Show in Chicago in December. From there he went to Detroit and then back to Omaha, driving a new car. This he is using in making a tour of Texas, going to Hot Springs, New Mexico, for two weeks, and thence to Los Angeles where he plans to stay for a month.

Thirteen holds no terrors for Central Distributing Co., Omaha's newest coin machine firm, handling a general line of machines. Their quarters are located on the 1300 block on South Thirteenth Street.

Sam Pepper, who operates as the Polly Sales Co., has added several new phonographs to his music line. He has a few pieces of equipment located in Omaha, but generally prefers smaller towns as the income seems to be greater in proportion to the expense involved. He has found, too, that changes are less frequent in smaller places, and that makes installation and operating costs lower.

V. Smith, for the past two years with the National Premium Co., Omaha, is now salesman and master mechanic for Howard Sales Co. Smith knows the game and is well equipped for his new job.

Tony Marfesi, an Omaha operator, left January 10 for Hot Springs, New Mexico, for ten days' rest. He will then visit Los Angeles for two weeks before returning home.

Clarence Malchi, a major operator from St. Joseph, Mo., visited several Omaha coinmen the last week of December. Malchi reports the coin machine business of his city is gradually improving.

Mrs. George Stowe, operator at York, Nebr., was an attendant at the Chicago show. She bought some pin games while there. Mrs. Stowe has carried on the business of her late husband ever since his death and shows that a woman makes a good operator.

Harry Heikam, of Columbus, Nebr., an old time operator, was visiting his many friends here holiday week.

The Sidles Co., doing business at Omaha, Lincoln, Hastings, and other points in the state, has let the contract for a new and modern front on the Omaha building. The interior will also be remodeled and the appliance department given more space. This firm handles the Bluebird and Victor records.

Ted Welch, owner of Ted's Novelty Co., with headquarters at Centerville, Iowa, has purchased all the interests doing business in Grinnell, Iowa, and will operate them from Centerville. He is also operating many machines in Sheridan, Wyo., and vicinity. Ted made a visit to Omaha during the holidays and stocked up on new records. ●

Attention . . . . **VENDING MACHINE OPERATORS**
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW
PEANUT-SHAPED CHEWING GUM
Will vend in any peanut vending machine
A fast seller—people buy it because they like it
U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN

PENNIES
into
DOLLARS

LUCKY ROLL

●

Legal Counter Skill Game

●

M. BRODIE CO.
LONG BEACH, CALIF.
Dallas
St. Louis
Minneapolis

IN EYE APPEAL..PLAY APPEAL..PROFITS
LONG BEACH COIN HAS THE WINNERS!

NEW GAMES

Exhibit BOUNTY.....$99.50

Chi. Coin TROPHY.....$89.50 (Free Game)

Genco STOP AND GO.....$89.50 (Free Game)

Exhibit REQUEST

Chi. Coin MIAMI.....$89.50 (Free Game)

USED GAMES

With each used game ordered by mail, telephone or wire this month we will enclose, in money box, 1 dozen Collection Books.

Cargo	$20.00	Snappy	22.50	Nags	32.50
Carnival	8.00	Splash	35.50	Peppy	35.50
Dux	12.50	Swing	30.50	Recorder	15.50
Gay Time	17.50	Yale	32.50	Rocket	10.50
Hi-Lo	32.50	Marvel	35.50	Ski-Hi	17.50
Lightning	20.00	Zeta	45.50	Slugger	17.50

WURLITZER "600" - "500"

Away out in front. Operators say: "Joe, what a machine." They can't believe their own eyes when they see the extra money in the box.

Learn the Wurlitzer profit story today!

LONG BEACH COIN MACHINE EXCHANGE

1628 EAST ANAHEIM PHONE 623-278 LONG BEACH, CALIF.

Spotting the N. Y. Operators

By IRVING SHERMAN

Hold on, fellows, while we shake the New Year's and Christmas confetti out of our hair and brush these blonde locks off our coat before the wife catches us. . . . And who should that be passing us? It can't be Henry Cooper of the Rex Novelty Co., phonograph operating firm, for Henry was always such a democratic guy. What's that? Ah, so that's it! Henry has just become the father of a baby girl. Gangway, folks, gangway.

The season has arrived early this year. Here is poor Matthew Forbes, field manager of the CMA of New York, right in the middle of things, and Miss Eleanor Schacter, his office assistant, ups and marries on him. Best wishes, Eleanor, and don't forget the piece of wedding cake we were promised. Incidentally, who was the lucky man?

The Mutt and Jeff combination spotted at the Chicago Show was made up of Lee Rubinow and Sidney Levine, both of New York's Music Operators' Association. Lee reports that he always takes little fellows along for protection—it seems no one picks on them. As for Levine, nimble attorney for the music folk, he reiterates the fact that the bigger they come the harder they fall. Both men say they had a great time and report that they picked up quite a few points . . . Let's let it go at that.

Off for sunny climes and leaving arctic New York, Supreme Vending's Willie Blatt recently said goodbye to all the prospective Eskimos in this territory. During his vacation the "Little Napoleon" will try to dope out his next move. Watch the rear guard, Nap.

Bobby Blessing, who swings a mean typewriter for the Automatic Music Operators' Association and who used to mow 'em down when doing a vaudeville act, is hors de combat, as they say in the sticks. We're rooting for you, Bobby. This is your spot, so let's see you wow 'em for a quick return.

What's this rumor about Al Bloom's being the handsomest music operator? Up and at 'em, boys! And how about the cigarette and pinball crowds? Surely they have a candidate who can match Al's statuesque height and tousled blond hair!

Anybody seen Winchell lately? We hate to be scooping him all the time, but if he will pass up those keyholes . . . At any rate it's about the Allen Jacobs (he of the Aljac outfit). That's right, that bundle from heaven, and pretty soon, too.

Is it our nose for news, or is it just a little birdie that tells us Irving Silverman is due for headline stuff? Come out with it, Irving, we're listening. You ought to know you can't keep anything from the press and old "hunt-'em-down Coin Machine Review Sherman."

Add tough break: One of the cars belonging to George Vassar of Vassar Service, Inc., caught fire recently. No one hurt, but George's man got an awful scare. It was hot stuff, but George says you've got to keep it cool and steady if you want to interest him.

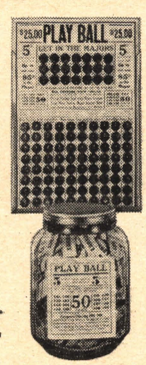
Spruce up, fellers, and get out those

SPECIAL TICKET SALE

(Limited Time Only)

Complete Deals, $2.35 Ea. (2280 Ticket, Card, Holder & Jar)
Complete Deals, $2.60 Ea. (2520 Ticket, Card, Holder & Jar)
Choice of Any Card Listed (Labels Included)

BOARD OF TRADE	PLAY BALL	GOLD MINE
LET'S GO FISHING	ARLINGTON	MAJOR LEAGUE
BAGS OF GOLD	DOUBLE DRAW	PIMLICO
	BANK NITE	



CARDS AND LABELS—$6.00 Per Dozen

2280 Tickets Only $12.00 Per Dozen	2520 Tickets Only $15.00 Per Dozen	Card Holders, $3.60 Per Dozen. Jars, $3.00 Per Dozen.

Send in your orders NOW! 1/3 Deposit, Balance C.O.D. Write for prices on Red, White and Blue Tickets, Slot Machine Symbol Tickets, in Jars or on Cards.

MONARCH COIN MACHINE CO. 1731 Belmont Ave. Chicago, Ill.

fancy duds. The CMA is set for that swell blowout we wrote the folks at home about last year. They feed you and fatten you and give you plenty of eyefulls, and it's all on the cuff—we hope. Last year they set us next to an operator who kept weeping into his cups. The floor show was on, and pointing to the stage the operator moaned, "Look at all those joints, and there ain't an operator with a machine around!"

The eagle was downed. Yessir! He soared by day and by night he rose, but when Zeus sent the clouds, and the weather was pea soup, he had to call it quits. It wasn't a plant that took Bob Hawthorne to his folks' home for Christmas. He had to travel with the rest of us Sunday drivers, and was he burned up! "Say," he cried, "I could have walked faster." That's what we're going to do, too, next time.

New York operators returned very much impressed by the NACOMM Show in Chicago. Manufacturers, they reported, are not standing still but are looking well ahead. A good many of the coinmen renewed old acquaintances with friends and came away with the feeling that '39 will be a much better year than '38. "And boy, it will have to be," they all agreed.

Martin Berger, CMA of New York president and salesmanager of Rowe Cigarette Service, is continuing his efforts to form a national association of cigarettemen. He believes they will be able to operate much more profitably if their combined efforts are integrated, and inasmuch as the nucleus of a national organization already exists it is his opinion that a little more pushing will see concrete results.

Rumors to the effect that New York's amusement table operators will shortly witness a decided change for the better are being substantiated by the increasing activities of Joe Fishman and Al Lipshay of the Amalgamated Association. Fishman, one of the most energetic and resourceful secretaries in the business, is moving heaven and earth to get a square deal for the pinball crowd in New York. The advent of the New York World's Fair, he asserted, makes it highly desirable that the New York City authorities and the Amalgamated's executives and members see eye to eye on all issues. The probable outcome: "We're going to hold our spots and get new ones," Fishman predicted.

Al Blendow, formerly associated with Sam Kressberg in the East Coast Phonograph Distributors, Inc., a Seeburg outlet, is no longer connected with this firm, according to Kressberg's announcement. Blendow is expected to announce his future plans shortly.

Lou Rose, one of the few old-timers in amusement machine operation, is still going strong and giving points to newcomers. Recently Rose pointed out that it was the old-timers in the business who maintained their hold on most of the spots while a lot of newcomers were losing out. Many of the recruits to coin machine operation seem to have the idea, Rose explained, that once a piece of equipment is placed and is mechanically right, their work is done. Instead of letting it go at that, Rose advised, "become a friend of the location owner. Make him what his location really entitles him to be—a partner in your business. If you treat the location owner only as a 'stop,' he will act like one, and when I say 'stop' that's exactly what I mean."

Overheard late in December:

Little Boy: Daddy, look! There's Santa Claus.

Daddy: Hush, child, that isn't Santa Claus, that's Sam Yollen looking for a spot.

Little Boy: And who's that beside him? He's carrying a tricycle, daddy.

Daddy: That, my dear child, is Jackson Bloom. You see, young man, Yollen and Bloom know that spots are pretty hard to find so they both put on beards and old clothes hoping that would get 'em by.

Little Boy: And will it—get 'em by?

Daddy: If it did, son, that would make them Santa Claus!

And be it here recorded: Irving Sherman sends greetings and best wishes for a Happy New Year to all, and sends the same greetings to coinmen everywhere on behalf of the operators in New York. ●

RUST AND CORROSION — IS THAT YOUR PROBLEM?

Why not buy all-aluminum and untarnishable peanut vending machines? Made of the finest aluminum. *Catalog* of *low prices* on *request*.

OPERATORS VENDING MACHINE SUPPLY CO.

1032 S. Grand Los Angeles

Play Safe!—Enjoy—

UTMOST *Security*—LOWEST *Cost*

with the world-famous

CHICAGO "ACE" Lock

Supplied as STANDARD EQUIPMENT on America's Leading Coin Operated Devices

"Ace" The Ace of all Locks

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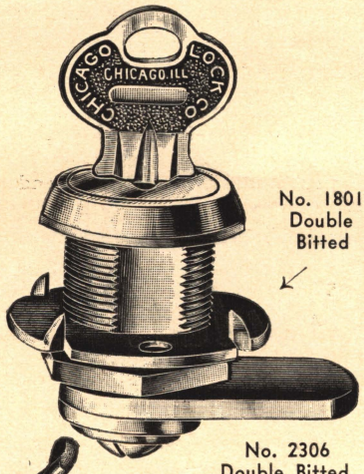

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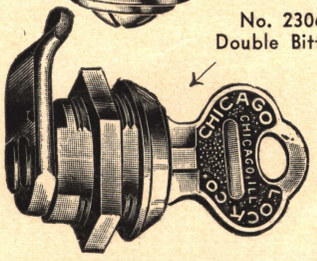

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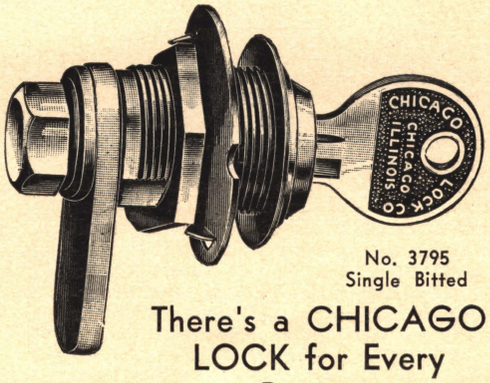
You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof, thief-proof. And the Ace ROUND Key—the strongest made—defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes . . . Play Safe!—Enjoy—"UTMOST Security at LOWEST COST"—with Chicago "ACE" Locks. Ask your distributor—or write us—TODAY.

Thousands of Operators and Manufacturers Have Found that No Other Lock Equals the Chicago ACE Lock for Real Thief-Proof Protection. . . .



No. 3795 Single Bitted

There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacement . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes . . . Write for catalog complete Chicago line.

CHICAGO LOCK CO. Dept. 91 2024 N. Racine Ave., CHICAGO, ILLINOIS

Pacific Northwest Chatter

By LOUIS KARNOFSKY

If some nimble-witted inventor will produce rubberized walls, we know of one coinman who will be mighty grateful for the innovation. He is handsome Frank Allen, manager of Decca's Seattle branch. When you add together such factors as expanding business volume, expanding record stock, and expanding force of employes, you get but one requirement: more floor space. And with every square inch occupied, Allen is wondering whether he ought to call in Mandrake the Magician and have that worthy manufacture a couple hundred additional yards out of thin air or whether he ought to start a search for rubberized walls. Allen states that during the past four months, the volume of sales of the Seattle office was greater than at any time since the branch was established.

Bert Farmer, top man at Superior Distributors, is a very disillusioned young fellow. Bert had always believed in the saying that "everything comes to him who waits." During a buying trip in San Francisco in early December, Bert dropped in at the Music Box for relaxation. The headline attraction was Sally Rand, famous fan dancer. For three solid hours Bert sat there and waited patiently—waited for Miss Rand to drop one of her fans. Well, she didn't even drop a feather, and that's the reason Bert no longer believes in mottoes. During his stay he renewed acquaintance with a former employee, Al Shockett, now employed in the Sportland Sportshop.

Al Muir, American Record's genial Seattle manager, broke a twenty-year record last month and his wife smashed a mark that had stood for eighteen years, but those records are not the kind Al would like to see broken; in fact, he would have been a happier man had they remained intact. It all started with his business trip to Portland. At the time of his visit, Portland was having weather which, when occurring in California, is called by their citizens "slight saturation." In other words, it was raining like all get-out and the wind blew and howled. Muir returned to Seattle with a bad cold, and for the first time in twenty years he was confined at home for a week. While he was recovering, his wife, who hadn't been ill for eighteen years, was seized with an attack of acute appendicitis. Rushed to the hospital, she was operated upon and well on the road to recovery before Al could shake off his cold. Muir is now a solid believer in that old saying: "When it rains, it pours," and he hastens to explain that he is not referring to the California weather, either.

Coinings on the Cuff: Talk of recession, depression and the like doesn't interest Fred Lavell of Spokane, who has increased his music and game operations 50% during the last six months . . . First and finest Christmas tree on the Row: the one in the show room of Northwest Sales which was daintily decorated by Helen McAdams.

Fred Fields, the Northwest's Wurlitzer representative, is back on the firing line after being downed for ten days with the flu . . . Setting the pace for game operations in the West, the state of Montana is riding a high peak . . . Most appreciated of the New Year resolutions: that of Mary Casperson, former office worker at the Wurlitzer office, who is doing a pinch-hitting role at Decca Distributing while Genevieve DeLong is recuperating from a recent illness. Says Mary: "In 1939 I resolve to extend more courtesy and cooperation to newspapermen, particularly coin machine reporters." ●

* * *

"I hear you're a three-letter man?"

"You mean I excel in three branches of sports, don't you?"

"No, you're always giving friends I.O.U.'s."

SPECIALS!

A.B.T. Target Skill—new type	$12.50
A.B.T. Target Skill—old type	6.00
Airway	19.50
Ballyview	55.00
Big Richard—payout	12.50
Classic	22.50
Chuck-A-Lette—console	55.00
Exhibit Play Ball	49.50
Foto Finish	30.00
The Favorite—console	65.00
Gottlieb's Daily Races	17.50
Golden Wheel	25.00
Lightning	22.50
Skooky	12.50
Spokes—never used	45.00
Snappy	25.00

Merchandise Machines

Robbins 2-in-1 Vendors	$ 8.50
Master 1c Bulk Vendors	5.50
Northwestern De Luxe Penny-Nickel Bulk Merchandisers—just like new	14.00
Cigarette Machines—all standard makes	$20.00 up
Automatic Stores—4-compartment vendors, with stands	Make Offer
Kunkel Hot Popcorn Vendors	Make Offer
Snacks Merchandisers	Make Offer

ALL TYPES OF COUNTER GAMES

Bargains in Used Phonographs—All Makes and Models.

Coin Wrappers.....50c per thousand

Premium Merchandise

Gardner Salesboards *Knife Boards*
Gay Games *Original Jar Deals*

BALLY — GENCO — CHICAGO COIN & WURLITZER DISTRIBUTORS

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1513 W. Pico Blvd. LOS ANGELES
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One of These Packs

Must Fit Your Needs

or we will make up one for you!

"Hi-Low" Master Toy Packs
"Hi-Low" Snacks and Northwestern
"Hi-Low" Victor Packs
"Hi-Low" Chief Packs
"Hi-Low" Stamp Pack
"Hi-Low" Stamp Bag
"Hi-Low" Stamp Combination Pack
"Hi-Grade" Bag
"Hi-Low" 1-Gross Bag
Lead Bag
Topper Toy Pack
All American Pack

CHALLENGER PACK

WRITE FOR PRICES TODAY!

M. BRODIE CO.

2182 Pacific Avenue Long Beach, Cal.

Results? . . . **AMAZING!**

Los Angeles, California
January 3, 1939

Coin Machine Review
1113 Venice Boulevard
Los Angeles, California

Attention: P. W. Blackford, Publisher

Dear Mr. Blackford:

I have been agreeably surprised by the results from the two page advertisement which we ran in the December issue of the COIN MACHINE REVIEW. We expected results on the Pacific Coast as a matter of course, but the amazing thing is this:

We received inquiries from **twenty-five states,** from **Panama, South America, Mexico, Canada** and **Cuba!**

The letters are still pouring in, and in such numbers that we are hard-pressed to know how to handle the prospective business created. Our plans originally contemplated handling only the Western States for the present year, but it is very evident that we can and should go much beyond the point formerly decided upon.

Thanking you for your splendid cooperation, we are

Cordially yours,
FROSTEEZ, INC.
Robert Lloyd, Salesmanager

First public announcement of this brand new machine appeared in the December REVIEW. The quantity of bona fide inquiries amazed everyone. YOUR ADVERTISING, TOO—if it is properly planned and rightly timed, will bring you RESULTS! Next time, try the REVIEW—FIRST!

DuGrenier Features

impress operators, report.

NEW YORK CITY.—From its headquarters in Rockefeller Center's International Building, here, last month emerged officials of the Arthur H. DuGrenier, Inc. organization to head for Chicago and the NACOMM Show. From the firm's plant in Massachussetts emerged a line of cigarette machines as new to the trade as the name of the concern was old. Operators, according to report, were impressed tremendously.

Having gathered in the Stevens Hotel to inspect just such equipment, coinmen discovered a number of things about the DuGrenier line which they reported particularly to their liking. First, the "front load double shift servicing," said in itself to be one of the most effective time-savers the operator has ever had, since loading the double shift from the front of the machine saves time, effort and energy and assures greater capacity without waste. Second, the "complete visibility of the entire working mechanism," reported by executives as probably the only one of its kind in the history of merchandising machines, which permits location within a few moments of any trouble with the device, and permits an equally rapid cure to be effected; bent coins, slugs or other foreign material is spotted instantly as a result of the visibility, and the same is true of injury to any of the working parts. Third: elimination of "sway action," long a bugaboo, by means of strengthening angle iron bracings all the way to the back of the cabinet, stopping "weaving" both of cabinet and stand.

Other likes: Elimination of package weights; easier push and pull ejection; elimination of plates concealing the operating levers; non-burring bronze parts substituted in spots where hard wear is expected; die-cast mechanism for perfect performance; impressiveness and beauty of design which meets location approval and fosters greater utilitarian beauty in other phases of the industry's designing.

Currently announced is the effecting of an efficient and smooth-working sales organization built to cover the nation. Members of the sales staff are: Vincent H. Shaw, covering Missouri, Iowa, Kansas and Nebraska; Wally Sipple in Tennessee, Texas, Arkansas, Mississippi, Louisiana and Alabama; Joseph A. Snow, who travels New York and northern Pennsylvania; D. W. Hartzell in metropolitan New York, Westchester county, eastern New Jersey, Long Island, Staten Island; Charles L. Duke, Florida, Georgia, Alabama, North and South Carolina; Larry Solomon, Wisconsin, Minnesota, Michigan, northern Illinois, North and South Dakota; C. A. Blake, whose headquarters are in Los Angeles, Denver and the Far West; James R. Cole, southern Illinois, southern Indiana, Kentucky and southern Ohio; Ralph H. Littlefield, all of New England; S. B. Paul, Michigan and upper Ohio; Bob Kline, Pennsylvania, New Jersey, West Virginia, Delaware and Washington, D. C.

Organization plus perfect product, officials claim, is bearing fruit for the Arthur H. DuGrenier, Inc. cigarette merchandiser and "more and more operators everywhere in the country are turning to this machine for better earnings." ●

Personal to Mr. Cigarette Vending Machine Operator:
HERE'S A TOP-QUALITY "THANK YOU" BOOK MATCH - at low cost!
CLOSE COVER BEFORE STRIKE
SERVICE-QUALITY
THANK YOU
WE APPRECIATE YOUR PATRONAGE
CALL AGAIN
MATCH COVER BY AMERICA CHICAGO
MADE IN U.S.A.

AVAILABLE AT RESALE MATCH PRICES

Your customers will welcome a "Thank You" match instead of some national advertiser's, in which they have no interest. Many will want to rubberstamp their own ad on the front cover of these quality book matches, and you can save money by taking advantage of our low prices.

COLORFUL ADVERTISING BOOK MATCHES WITH CUSTOMER'S OWN AD

We can offer you advertising book matches with your CUSTOMER'S OWN AD in a colorful assortment. FREE choice of hundreds of distinctive illustrations. LOW PRICES.

Write for details today:

Match Corporation of America

Manufacturers of Book Matches for advertising.

3433-43 West 48th Place

Dept. R-W **Chicago, U. S. A.**

Resolved:

To ***get*** and ***earn*** YOUR BUSINESS in 1939 . . . competitively but fairly . . . by giving you the best possible service . . . the best possible trade-in allowance on used equipment . . . the fairest possible prices on equipment you buy. This is one resolution we're going to ***keep!***

Make it your resolution to buy from HERB McCLELLAN COMPANY for a happy and prosperous 1939 . . . take advantage of our special service . . . our saving of money on every deal you make!

We're Distributors for

GENCO - CHICAGO COIN - DAVAL
KEENEY - MILLS - GROETCHEN
Equipment

We Stock

Gardner - Harlich - Blackhawk Sales Boards
Counter Games - Consoles - Used Games
Tickets - Supplies and Parts for All Games

HERB McCLELLAN CO. **1354 W. Washington Boulevard**
PRospect 9111 Los Angeles

Many of the industry's prominents will join operators in this area in a banquet sponsored by the musicmen, to be held January 22.

A consensus of phonograph operators in this area shows that the following records seem most likely to stand the test of time for popularity: Tommy Dorsey's "Song of India" (Victor); Clyde McCoy's "Sugar Blues" (Decca); Ella Fitzgerald's "Organ Grinder's Swing" (Decca): Henry Busse's "Hot Lips" (Decca); Benny Goodman's "Bugle Call Rag" (Victor); Bing Crosby's "One Rose" (Decca); Shep Fields' "Chapel in the Moonlight" (Bluebird); Bing Crosby's "Pennies From Heaven" (Decca), and his "Just a Gigolo" coupled with Russ Colombo's "Sweet and Lovely" (Bluebird); Art Shaw's "Blue Skies" (Brunswick); Larry Clinton's "Martha" (Victor); Hal Kemp's "Got a Date With an Angel" (Brunswick); Guy Lombardo's "Boo-Hoo" (Victor); Fats Waller's "Honeysuckle Rose" (Victor); Glen Gray's "For You" (Decca); Kay Kyser's "Who" (Brunswick); Reilly and Farley's "The Music Goes Round and Round" (Decca); Larry Clinton's "My Reverie" (Victor); The Andrews Sisters' "Bei Mir Bist Du Schon" (Decca), and Chick Webb's and Ella Fitzgerald's "A-Tisket, A-Tasket" (Decca).

Registered as giving their opinions on this all-time best were Henry Margolis, Larry Yanks, Frank Engel, Maurice Finkel, Frank Hammond, the Association's business manager, and several other members of the association. ●

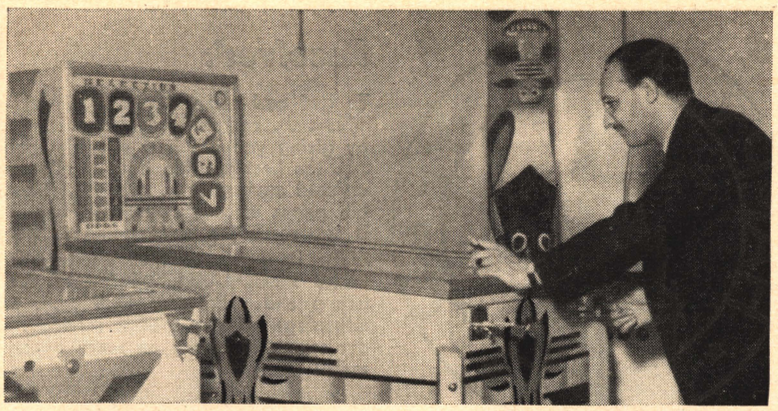
Phono Ops

(Continued from Page 40)

special meetings and was made effective immediately.

Newest member of the local Association, and newest coin machine operator, is friendly, likeable Henry Margolis, formerly associated with his brother, Morris, who has opened modern quarters on Ridge Avenue. In a short time he has built up a fine route, and is in the market for old records for which he promises to pay a good price.

DO YOU BELIEVE IN QUALITY?
WHY NOT BUY THE BEST FOR LESS?
Roasted Spanish Peanuts.....8½c lb.
Whole Blanched Virginias.....13c lb.
Stick-Proof Candy Peanuts.....10c lb.
OPERATORS VENDING MACHINE SUPPLY CO.
1032 S. Grand **Los Angeles**



Herm Seiden, Troy, N. Y. operator and brother of Henry Seiden, Albany distributor, tries his skill on Eureka, four-way free-play multiple, during a recent visit to the plant of Bally Mfg. Co.

Bally Line

rounded out for start of year.

CHICAGO.—A new beverage vendor "designed to get fussy folks' money," Hawthorne, a ten-way multiple with double reserve feature, Bally's Twin Bell, Thistledowns, reserve-type multiple one-shot, Paramount, novelty game with spinning captive ball, Arrowhead, freeplay novelty game, Eureka, multiple free-play novelty table, Dixie, seven-coin console, Bally Reserve counter game, Hot Vendor popcorn machine and Rainbow pencil-vendor with buy-back feature, give Bally Mfg. Co. a well-rounded line to start off the new year.

Bulk of these machines were demonstrated to a group of several hundred operators who attended Bally's open house in the Sherman Hotel during the time of the NACOMM Show in Chicago in December, and all of them will be on display, with other new devices, at the Bally booths at the CMMA Show at the Sherman, January 16 to 19. Hospitality was the main purpose of the December open house, yet, according to President Ray Moloney, Bally's "baby convention" booked a surprising volume of business, and particular interest was evidenced in the Beverage Vendor which requires no plumbing or water connections.

Characterizing the Bally Beverage Vendor as "designed to get fussy folks' money," General Salesmanger Jim Buckley pointed out that the thing meant is repeat-sale money. Declared he: "If you've got what fussy folks want, they keep coming back for more. That's why the Bally Beverage Vendor is favored by operators who check the facts. They know that carbonated beverage drinkers are very fussy people, demanding the true tang and flavor of a properly prepared drink. They know that a Bally-vended beverage is prepared in the approved manner, with syrup and water accurately gauged, carbonated by the positive-action-method used in modern bottling plants. They know that Bally-vended cups, drawn by the dozens in rapid succession, are always uniform in flavor and gas content. They know that rush-hour business cannot result in loss of sparkle and zest. They know, on the other hand, that a few slow days cannot cause water-stagnation. They know that fussy folks recognize the true tang and flavor in a Bally-vended beverage. They know they can be sure of a steady share of the fussy folks' money."

Buckley pointed out that a new invention, available only to Bally Beverage Vendor operators, blends and charges the beverage in the operator's own headquarters in a manner recommended by carbonic beverage experts, under accurate control, and at amazingly low cost. Said to be "packaged" in stainless steel barrels which are quickly attached to the vending unit, the beverage is held under constant pressure, thus retaining indefinitely the sparkle and flavor demanded by soft-drink connoisseurs, and as a result of the new Bally method which requires no plumbing or pipe connections, thousands of new spots are now "open to the big profits of carbonated beverage operations."

Buckley also explained that a simple electrical plug-in is all that is required to set the machine in motion, and patrons like the fact that the equipment is fully automatic, requiring no use of buttons, levers or knobs—factors which tend to slow up sales.

Commenting on Hawthorne, one of the newest of amusement tables, Buckley pointed to the unusual effect of what is termed "fifth-nickel insurance." As many as ten coins may be played into this multiple with double-reserve feature in a single game, but invariably players will use at least five nickels every time as a result of this plan. Explaining further, Buckley declared:

"It is first necessary to point out that Hawthorne has two complete reserve feature mechanisms, instead of one, both of which climb to a $50 top. This, in itself, is a powerful repeat play feature because even though one reserve has been hit the other is still on the job and worth shooting for. A reserve award can be won only when the feature light is on, and this lights up at mystery intervals frequent enough to stimulate play, but always when the fifth nickel is deposited, and then remains lit until the end of the game. Thus five nickels guarantee the player a crack at both reserves. On test locations 'fifth-nickel insurance' has worked out exactly like its name, insurance that Hawthorne will average approximately twenty-five cents per game."

Mechanically, Buckley asserts, Hawthorne is a "job Bally can really brag about." It's been "given the works," he says, and it's known to be "right." Flexible, Hawthorne can be operated with or without the multiple and with or without the reserve.

In expectation of the firm's biggest year to date, an extensive rearrangement of office quarters has created greater efficiency and added considerably to factory space, relieving to some extent the strain of heavy production schedules. Further increase in manufacturing facilities is said to be necessary, however, and space has been secured and awaits only the setting up of additional production lines. ●

VISIBLE SLOTTED
COIN COUNTER

The Operator's Friend

Transparent, non-breakable, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. For pennies, nickels. Can be used to stack dimes. Price $1.25 each either size, or $2.50 per set. Try a sample.

PERSONALITY — INDIVIDUALITY — DURABILITY
IT IS TRANSPARENT, NOT SCRAP IRON

PENNY COUNTER TELESCOPES INTO NICKEL

Wrapper Tubes
60c per M, 55c M per 50 M Lots
50c M per 100 M Lots

ACCURATE Coin Counter Company
PATTON, PA.

Hecht Nielsen

has only ball gum displayed at Show.

CHICAGO. — Hecht Nielsen, well known Chicago vending machine distributor, who handles the American Chicle Co.'s Five Star Ball Gum exclusively, reports that his was the only firm exhibiting ball gum at the December NACOMM Convention, and that the number of contracts signed and orders taken for Five Star Ball Gum at this Show to be filled during the coming year, far exceeded those of any past convention.

Nielsen was so well pleased with the results of his display that he has decided to exhibit again at the CMMA meeting with his usual attractive selection of supplies and equipment, including Five Star Ball Gum and his complete line of Columbus vendors, and he invites all of his friends throughout the industry to visit him during their stay in Chicago. ●

Robbins Offers Gift

BROOKLYN, N. Y.—Operators attending the CMMA Show in Chicago, January 16 to 19, will be given an opportunity of winning one of D. Robbins' Criss-Cross games. Robbins reports this new counter skill game with ball gum vendor as having been carefully tested on location before offering it to operators with the assurance of mechanical perfection plus proven play appeal. Details of the free offer may be secured at the time of previewing the game, at D. Robbins & Co.'s booth, No. 107, at the Sherman Hotel. ●

Part of the participants in the gala Jubilee Banquet given by David C. Rockola, president of Rock-Ola Mfg. Corp., Chicago, for Rock-Ola department heads, officers and executives and their wives, at the Graemere Hotel, December 30.

Ball Gum

now made in West.

LOS ANGELES.—Operators Vending Machine Supply Co. has acquired several new titles to leadership in service to the operator, of which Lou Feldman and Sid Bloom, co-owners, seem rightfully proud. First is the fact that the firm is now making ball gum, and is the only concern in the West doing so. From raw chicle, through cooking, flavoring, molding, coating and polishing, every step in the manufacture of ball gum is now accomplished within the sanitary plant of Operators Vending Machine Supply Co. All flavors, all sizes and all colors of gum used by the vending machine trade roll out of this plant, as well as spotted ball gum. Firm also makes stick gum for use in vendors, though it is not the only firm in the West manufacturing in this line.

Second fact of which Bloom and Feldman are proud is the making of glass globes for virtually every known vending machine. Nine different molds for popular machines are now in use, and as the only concern in California making globes for Operators, Operators Vending has made available a saving of 25-cents to 30-cents in cost, not including the saving in transportation charges. ●

Noto Saddened

LOS ANGELES.—Carl Noto of L. A. Amusement Games Co., local operating firm, reports the death of his father in Chicago recently. Noto spent two months in the lakeshore city during his father's illness and subsequent to his death, and also took the opportunity of visiting the plants of leading manufacturers there. He returned to Los Angeles in December, having driven both ways. ●

Lucky Roll

scores big success with operators.

LONG BEACH. — "Lucky Roll," the new counter game recently introduced by the M. Brodie Company is being proclaimed by both operators and jobbers as the "best yet in counter games." Such reports have been pouring in since the machine was first announced in the December issue of the REVIEW.

Asked why "Lucky Roll" should be outstanding in the face of an apparent overstocked market of counter games, Steve Brodie replied: "This amusement game was not the brain storm of an engineer who had to get out a new game in order to hold his job. "Lucky Roll" was developed entirely from the suggestions of operators, men who are in the field each day getting direct public reaction and opinions on all types of equipment. Each operator had his own pet idea but when all these ideas were boiled down the answer was pretty much the same — "they wanted a one cent counter game where the coin itself could be controlled by the player and where the coin action would be visible to the player as well." ●

Hofberg Loses Car

LOS ANGELES.—Sometime during the course of the meeting of music operators at the Clark Hotel, here, January 4, Coinman Murray Hofberg had a 1936 deluxe Dodge sedan stolen from a nearby parking lot. Its 1938 license plate was numbered 29N453, its color was a turquoise-green, and any operator who might chance to see a car of this description during his travels will win Hofberg's appreciation by reporting it immediately to police. ●

Employees Feted

at Rock-Ola jubilee banquet.

CHICAGO. — Five hundred Rock-Ola employees and their wives joined in a jubilee banquet at the Graemere Hotel, here, December 30, as guests of Rock-Ola Mfg. Corp's President David C. Rockola. Occasion of the affair, as pointed out by Vice-President Jack Nelson, was the celebration of the splendid acceptance of the new line of luxury lightup phonographs for 1939, the thousands of orders which have poured in since the December Show, and to lay plans for quick and effective handling of the forthcoming heavy production program.

While department heads, foremen, superintendents, executives, officers and their wives gathered in the Graemere's grand ballroom and an adjoining overflow room with an infectious high humor, the seriousness of purpose was underlying and was brought to the fore by strenuous efforts on the part of Master of Ceremonies Nelson. Twenty-two key men in the organization were introduced, and each one was cheered as he responded with appropriate remarks and pledged support to make 1939 Rock-Ola's best year.

President Rockola spoke significantly as the key man of the evening, telling of the enthusiastic work of distributors in the field, and stressing the responsibility of everyone in the organization for hastening efficient production of the new 1939 Luxury Lightup phonographs to meet the demands made of the factory. He gave credit to the men who had played an important part in producing the "phonograph of the year," and expressed great pleasure over the reception of the phonograph by distributors, operators, and the public. Hardly before he had finished, the crowd was on its feet to pay him tribute in an amazing demonstration which lasted for fully seven minutes.

Following the conclusion of this portion of the program, Nelson turned the chair over to "Dorny" Dornfield who introduced a dozen or more smooth vaudeville acts for the entertainment of the guests. Following the entertainment music for dancing was furnished by the Deluxe 1939 Rock-Ola phonograph, and several location owners, attending another dinner in the hotel, hastened to find out the name of the machine they heard and hustled off to demand new Rock-Olas of their operators. ●

Best Wishes and Continued Success to

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and continued* SUCCESS *to your customers with

EXHIBIT'S 1939 LINE of GREAT MONEY-MAKERS

■

EXHIBIT SUPPLY CO.

4222-24-26-28-30 W. Lake St. **Chicago**

Southern California's leading music operators, and those interested in the industry, get their first glimpse of the new 1939 Rock-Ola phonographs at a special dinner meeting in Los Angeles. Considerable interest was shown in the new machines, now being handled in this area and in Arizona by William Nathanson, who reports early bookings of new business on the instruments gives promises of making 1939 a banner Rock-Ola phonograph year.

Long Beach News

A few days ago Herb McClellan, Los Angeles, dropped into the Long Beach Coin Machine Exchange and picked up Joe Richarme and carted him south to the races at Caliente. After arriving at the track Joe thought of his cat at home and wired Bill Thompson to drop by his house and let "Sir Tom" out. Thompson followed instructions and upon entering the house found a water pipe had broken and the house was rapidly filling with water. Had it not been for "Sir Tom" and Joe's thoughtfulness for the cat hundreds of dollars in damages would have resulted from the water.

Presher Brothers, frequent visitors in Long Beach, report conditions improving in San Diego and noticeable improvements in their cash boxes.

Mr. and Mrs. J. Frank Johnson and daughter June, Phoenix, Ariz., were visitors in Long Beach over the New Year's holidays. Although the Johnson family were all Duke fans they were satisfied that the best team won the New Year's football classic. In Long Beach they were entertained by "Steve" and Mrs. Brodie.

Latest operator firm to start in music is Baer and Skinner of San Diego. During December they purchased their first group of phonographs from Long Beach Coin. Previously the firm operated marble games.

Harry Evans has expanded his novelty machine operations by adding 200 new Masters.

Ted Lawrence and Joe Richarme took an afternoon off before Christmas to settle a long time thirst. As a result both boys took a New Year's pledge to never do it again and the rest of the Long Beach operators are looking sideways whenever they meet the boys. ●

Open House

held by Victor.

CHICAGO.—Attracting many prominent jobbers and operators from all parts of the country to participate in the preview of the new Challenger bulk merchandiser now being shown at the factory, Victor Vending Corp. held open house at the plant's display room during the NACOMM Show in December.

Extending an invitation to all others in the industry to see the new machine, when in Chicago, H. M. Schaef, Victor Vending's president, declared, "Our new Challenger machine will meet the most exacting requirements of both operator and jobber and it is designed to provide maximum service and performance at a minimum cost. That's what all operators are interested in—a machine that pays bigger dividends over a longer period of time!" ●

Seeburg Showing

seen by Southern California musicmen.

LOS ANGELES.—Some hundred and twenty-five music operators from all over Southern California witnessed the premiere local showing of new 1939 Seeburg Symphonolas, the Mayfair, Plaza and Casino, in the local showrooms of E. T. Mape Music Co. Jean Minthorne, branch manager, and Mrs. Minthorne were on hand to play host and hostess. Vance Mape of the San Francisco office was also present to greet visiting operators.

In addition to display of the new models, T. C. McKelvy of the Seeburg factory, demonstrated Seeburg's new Wall-O-Matic remote control selector which operators reported liking very much. The new auxiliary selector caused considerable comment on its possibilities as an additional revenue-getter. Minthorne reports the booking of considerable business. ●

Two to Chicago

LOS ANGELES. — Independently of each other, Mac Mohr, of Mohr Brothers, local distributing firm, and Phil Robinson, factory representative for Chicago Coin Machine and Buckley Manufacturing Companies, have gone to Chicago for the CMMA Show at the Sherman Hotel. Mohr left Los Angeles Friday, January 13, via the Union Pacific streamliner, which system he will also use on his return, and Robinson left the first of the same week to allow time for visiting friends and relatives in Chicago as well as seeing the Show. ●

Bright Year

foreseen by Fleischmann.

NEW YORK CITY.—Seven reasons for a probable bright year in 1939 are listed by Charles Fleischmann of Baltimore Salesbook Co. First, he notes a rising trend in railroad carloading, employment of capital and labor, the number of public and commercial projects under way, and increased production in heavy and basic industries; improved economic conditions as shown by these business indices will reflect in more earnings for operators, he feels.

Second is the growing membership of associations with consequent strengthening of these bodies. Third, an increase in the number of persons gainfully employed in the coin machine industry today. Fourth, a marked improvement in mechanical design and beauty, which have stimulated sales. Fifth, the two World's Fairs to be held here and in California, with attendant advertising of coin controlled equipment. Sixth, the spending of huge sums of money by manufacturers for pioneering of new equipment and a larger variety of equipment. Seventh, the fact that an increasing number of operators have become more businesslike in management of their operations and their relationships with locations. Fleischmann's firm's records show that more collection books are being used than ever before, and he counts it a good sign. ●

* * *

Poor old Hiram. He went up to New York determined to make his living pulling some skin games on innocent strangers. However, the first fellow he tried to sell the Brooklyn Bridge to, turned out to be the owner of the darned thing, and if Hiram hadn't paid the man $10 to keep quiet they would have had him arrested.

Musicmen Unite

to lay foundation for strong organization.

LOS ANGELES.—Many of the previously existing differences between phonograph operators of Southern California were forgotten during the course of an important meeting held at the Clark Hotel, January 4, when prominent musicmen from all over this sector gathered as a nucleus for the formation of the California division of the International Association of Automatic Phonograph Owners, whose main headquarters are in Chicago. The California division will be divided into Locals, and each region may have its own Local and select its own officers, but all Locals will be branches of the California State Association.

William Nathanson, who was assigned to organize Southern California, in addressing the gathering gave a full report of how such major cities as New York, Chicago, Philadelphia and St. Louis have been fully organized and are, at present, receiving increased revenues from phonographs on the basis of an established minimum scale of collections: $7 minimum for new models and 35% on all money in the cashbox above that figure to the location; a $6 minimum on machines a year old, and 35% on excess to the location; $5 minimum for two-year-old models, and 50% to the location, and so on.

In order to give REVIEW-readers a clear picture of what is now transpiring in the Southern California phonograph business, there is quoted here a portion of one of Nathanson's letters to E. C. Steffens, president of the International Association, in which he explains his belief that the new Association will be successful:

"I personally (Nathanson wrote) have spent large sums of money and a whole lot of my time to organize music operators in Los Angeles. There were four such attempts made in the past, and the chief reason we were not successful heretofore lies in the fact that the strength of a national organization is required to combat the obstacles in the music business. I am therefore happy to state my conviction that the present organization we are to promote will meet with success, and the chief reason for this success will be our affiliation with such a national organization as yours. In other words, if our Local were not to be connected with a national group, I, for my part, would never make another attempt to organize Southern California. It is therefore clear to me that you and your associates in the International deserve all the credit for developing a nucleus that will LEAD, GUIDE and PROTECT the music operators' business."

Acting as chairman of the meeting was Curley Robinson, managing director of the Associated Operators of Los Angeles County's organization, who introduced speakers—and himself spoke interestingly and to the point—among whom were Vance Mape of San Francisco, Milton Lange of Glendale, Dick Talbert of Fresno, Joe Richarme of Long Beach and A. D. Osborn of Los Angeles.

Attendance of nearly a hundred musicmen made it a representative gathering, and this meeting was the first of a series that will be held to organize the entire state of California in an association that will affiliate with the IAAPO. William Nathanson of Los Angeles and William Corcoran and Vance Mape of San Francisco are acting as organizers for the group until the association starts moving under its own power. Those present at the Los Angeles meeting were much enthused by the news that the leading manufacturers of phonographs have promised their full support and cooperation to music operators who will affiliate with good, organized associations.

Homer Capehart, Wurlitzer vice-president, David C. Rockola, president of the firm bearing his name, H. T. Roberts, salesmanager for the J. P. Seeburg Corp., and E. C. Steffens, president of the International, sent telegrams of greeting and this same assurance of cooperation. The wires of Roberts and Rockola were read at the gathering, while those of Capehart and Steffens, received late, will be read at the next regular meeting of musicmen at the Clark Hotel, here, January 18.

The year 1939, those present felt, has something good in store for the music industry, and they acclaimed as good news the probability that at last the music business will return to normal. ●

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Featuring
WILLIE SHORE
"The King of Comics"
And a Great Show
with Chicago's Singing Stars
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Dinner Show Promptly
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Where famous stars of Stage, Screen and Radio
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DELUXE DINNER SERVED
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BEST SELLING RECORDS
December, 1938

BLUEBIRD

B-7746—Begin the Beguine
Indian Love Call
Artie Shaw Orchestra
B-10046—Deep in a Dream
Day After Day
Artie Shaw Orchestra
B-10048—The Umbrella Man
Polly Put Your Slippers On
Johnny Messner Orchestra
B-10054—Softly, As In a Morning Sunrise
Copenhagen
Artie Shaw Orchestra
B-10041—I Must See Annie Tonight
It Serves You Right
Shep Fields Orchestra
B-10000—Two Sleepy People
I'll Never Forgive Myself
Fats Waller

BRUNSWICK

8225—The Umbrella Man
Sixty Seconds Got Together
Kay Kyser Orchestra
8263—I Must See Annie Tonight
Hurry Home
Kay Kyser Orchestra
8264—The Night Before Christmas
I Kissed You in a Dream Last Night
Eddie Duchin Orchestra
8273—Loveland in the Wintertime
I Had to Do It
Horace Heidt Orchestra
8267—Deep in a Dream
When Paw Was Courtin' Maw
Kay Kyser Orchestra
8277—I'm Forever Blowing Bubbles
Adios Muchachos
Ella Logan with Perry Botkin Orchestra

VICTOR

26006—My Reverie
Boogie Woogie Blues
Larry Clinton Orchestra
26110—I Must See Annie Tonight
Kind'a Lonesome
Benny Goodman Orchestra
25108—Jeepers Creepers
The Devil With the Devil
Larry Clinton Orchestra
26104—The Night Before Christmas
Everybody's Laughing
Sammy Kaye Orchestra
26105—Sweet Sue, Just You
Tin Roof Blues
Tommy Dorsey Orchestra
26067—Two Sleepy People
Have You Forgotten So Soon
Sammy Kaye Orchestra

VOCALION

4502—The Man with the Whiskers
The Girl Friend of the Whirling Dervish
Hoosier Hot Shots

(See BEST SELLERS, Page 54)

BARGAIN MART

5c PER WORD. MINIMUM $1.00.
NO GENERAL DELIVERY ADS ACCEPTED.

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Tubular Coin Wrappers, Best Kraft Paper, 48c per thousand in 20,000 lots. Coin counters, guaranteed perfect, heavy aluminum, penny or nickel size, $1.00 each. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (DJF-C)

TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Kenwood 1093. (SS-C)

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Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size $1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. (SS-C)

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and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

WANTED

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

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Bargain List is waiting for You. We Buy, Sell or Exchange. GOODBODY, 1824 Main St., E., Rochester, N. Y. (NDJ-P)

FREE GAME MACHINES

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SLOTS

Bargains. Late Models—200 Jennings, Pace, Mills, Watlings and Cailles. 5 Paces Races, 30-1, Serials over 4000; 25 Late Model 5-Ball Novelty Games, with Metered Awards. Write for prices. SCHWARTZ & CO., 401 Birdwell Ave., Fremont, Ohio. (DJF-P)

FOR SALE

Get our Bargain List of Used Coin-Operated Phonographs. 2 Rock-Ola Tom Mix Rifles, $75.00 each. EAST COAST PHONOGRAPH DISTRIBUTORS, Inc., 625 Tenth Avenue, New York City. (J-P)

FOR SALE

Snacks 3-compartment bulk vendors, 5c model, like new, $12.00 each, 1 or 100. Stands $1.50 extra. Satisfaction guaranteed. Send 1/3 cash with order, balance C.O.D. INTERSTATE CIGARETTE SALES CO., 73 Washington Road, Springfield, Mass. (J-P)

There is nothing which persevering effort and unceasing and diligent care cannot overcome.

Best Sellers

(Continued from Page 53)

4528—You Oughta See My Fannie Dance
Back Yard Stomp
Sweet Violet Boys

4475—Two Sleepy People
You Look Good to Me
Chick Bullock Orchestra

4513—Hurry Home
Jeepers Creepers
Al Donahue Orchestra

4509—I Found My Yellow Basket
Where Has My Little Dog Gone?
Dolly Dawn Orchestra

4460—You Must Have Been a Beautiful Baby
I Must See Annie Tonight
Chick Bullock Orchestra

DECCA

2123—My Reverie
Old Folks
Bing Crosby

2147—You Must Have Been a Beautiful Baby
Summertime
Bing Crosby

2075—My Reverie
All Ashore
Paul Whiteman Orchestra

2150—Two Sleepy People
Wait 'Till My Heart Finds Out
Bob Crosby Orchestra

2201—I Have Eyes
The Funny Old Hills
Bing Crosby

2200—You're a Sweet Little Headache
Joobalai
Bing Crosby

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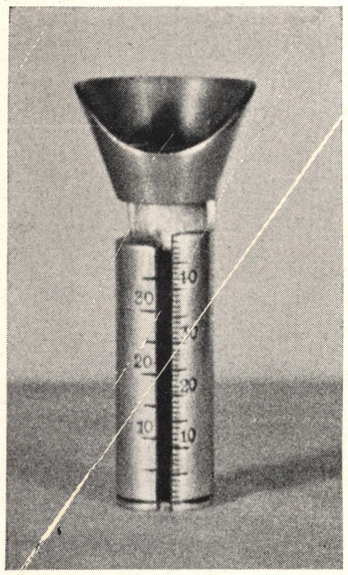

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A FEW CENTS WILL BRING YOU KEY COMFORT

SEND IN YOUR ORDER TO-DAY

Manufactured Exclusively by Us and for the Operator

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FULL SATISFACTION ABSOLUTELY GUARANTEED

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Labels like these, gummed on face, only 15c dozen

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NOTICE

$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

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—Sec. 282, Title 18, U. S. Code Annotated

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"MECHANICAL FINGER TOOL" for arranging Charms in Vendors
75c cash with order — postpaid

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$6.00 per carton of 5000 gum balls
Free delivery on orders of two cartons.

Full Payment With Order

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Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

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50 duplicate reports and carbon paper to each book **7c** Each, Postpaid (less than ten—10c each)

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per pound
in 25 lb. cartons

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CANDIES and CHARMS

We carry more than 40 different kinds of candy and more than 300 different kinds of charms.

SPECIAL OFFER:

10 gross Charms for $6.00
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18 complete sets for only $1.25
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These are the best Snow White Charms for Vending purposes—brilliantly colored, very attractive—just like you saw the characters in the movies.

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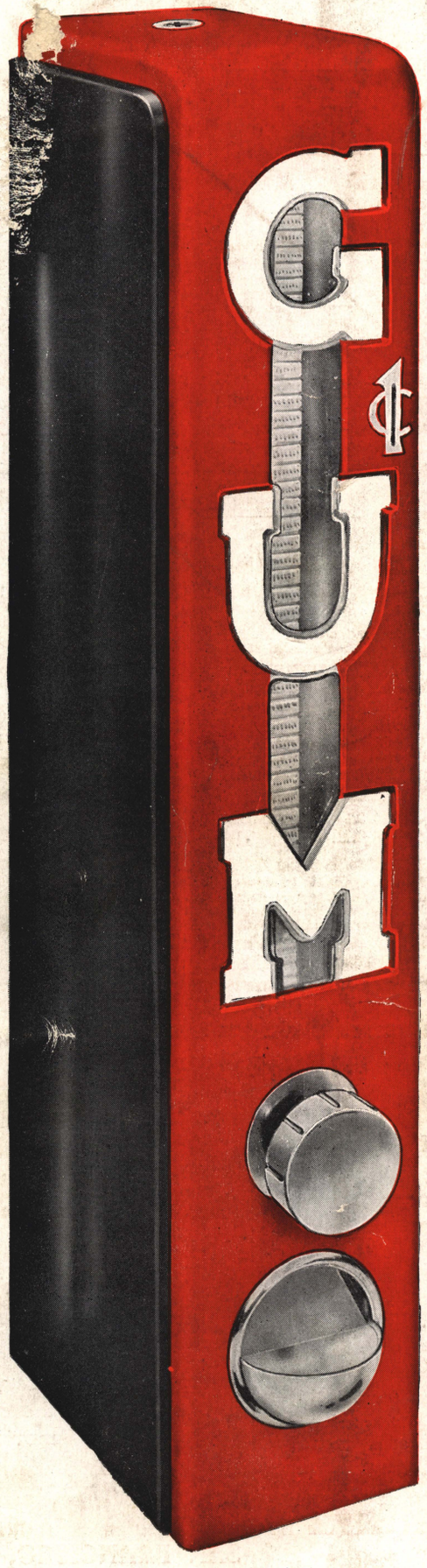
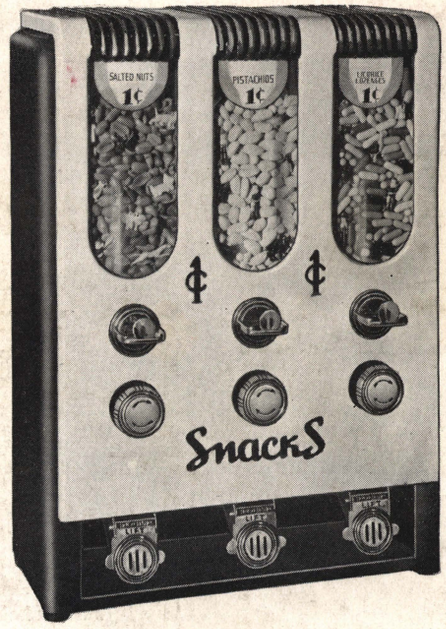
IT'S A KNOCKOUT!



Snacks GUM VENDOR scores SMASH HIT at the show

A great success! A smashing triumph! The new Snacks Gum Vendor acclaimed by hundreds of operators at the 11th Annual Show of N.A.C.O.M.M., Hotel Stevens, Chicago, December 12-15. An unprecedented volume of sales is positive proof that operators everywhere have wanted this machine. It's here! Cash in on the biggest profit-making opportunity in a decade by ordering your machines at once.

Here's why the Snacks Gum Vendor made such a hit at the Show: It dispenses tab gum of standard size . . . it is simple, compact, and designed so that by use of a simple bracket it can be attached to any vending machine, including the Snacks 3-compartment vendor, cigarette machines, candy bar machines, scales, phonographs, etc. . . . it brings the machine to the point of sale . . . its compact size and sure-fire eye-appeal will develop many new spots within each location . . . it provides all operators with an AUXILIARY machine, offering extra income from the same location at no extra service cost.
Here's a wonderful opportunity for every operator to increase his profits to an extent never before thought possible! Investigate this sensational machine today.



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